

2006 Food Safety Education Conference

REACHING AT-RISK AUDIENCES

And Today's Other Food Safety Challenges

**Adam's Mark Hotel, Denver, Colorado
September 27-29, 2006**



Preconference Workshops 25-26



Sponsored by

**USDA Food Safety and Inspection Service
NSF International**

**US Food and Drug Administration
Centers for Disease Control and Prevention**

**USDA Cooperative State Research, Education, and Extension Service
NSF/WHO Collaborating Centre for Food Safety**

C O N F E R E N C E P R O G R A M

Welcome to the 2006 Food Safety Education Conference in Denver.



The goal of this conference is to offer you, the food safety professional, a rich experience that will help you to be more effective in safeguarding our citizens, especially

those who are most vulnerable, the at-risk populations. We have worked to provide as many opportunities as possible for networking and sharing resources and ideas with each other. Conference highlights include:

Preconference Workshops. Preconference workshops on Monday and Tuesday provide in-depth information on topics important to your continuing professional development.

Plenary Sessions. Keynote and plenary sessions form the foundation of the conference. They will address the role of physicians in foodborne illness diagnosis and management, provide an overview of foodborne illness outbreaks, identify the challenges and best practices of reporting foodborne illness, and associate factors that influence safe food behaviors. On Thursday, the plenary session will explore what national surveys have found about consumers' safe food behaviors and motivation. Friday plenary sessions will look at liability issues and how to increase the reach of food safety education through funding and partnering opportunities.

Breakout Sessions. Something for everyone! On Thursday and Friday, up to 7 parallel tracks per session offer attendees 31 breakout sessions, consisting of 78 presentations by more than 90 different individuals. Session themes focus on At-Risk Audiences, Behavioral and Attitudinal Research, Food Processing, Foodservice, Foodborne Illness, and Social Marketing. Additional sessions on research and crisis communication round out an extraordinary program.

Poster Presentations and Exhibits. Visit the nearly 40 poster presentations on display and get information firsthand from presenters and expand your network. Also visit the educational exhibits, booths, and tables showcasing equipment, services, and organizations critical to improved food safety.

Networking Opportunities. Additional networking opportunities have been built into the conference schedule, including two evening receptions, daily continental breakfasts and luncheons, the Lion King outing on Thursday evening, casual dinner groups on Thursday evening, and more. The hotel's location right on the 16th Street pedestrian mall also lets you find fun and convenient places to arrange your own meetings.

Fight BAC!® Reception

Join the group on Tuesday evening, from 6:30 to 8 PM as the Partnership for Food Safety Education embarks on a celebration of ten years of Fight BAC!® Exhibits will be open.

Networking Reception

A second reception will be held Wednesday evening in conjunction with poster presentations and exhibits. Networking and education are the focus of this event.

Earn CEUs. Nine different types of CEUs are available for conference participants. See the CEU pages in this program and CEU handout in your packet for details.

Provide Feedback.

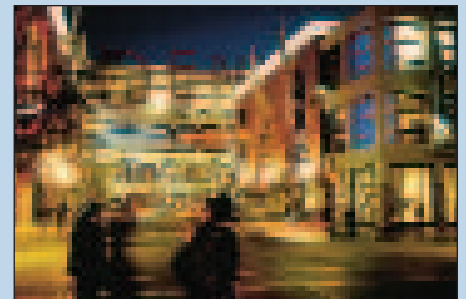
This conference was designed with you in mind. We compiled comments and feedback from past conferences to arrive at the

structure and content of this event. Please take time to help plan the next Food Safety Education Conference by completing the conference evaluation form in your packet. Please leave completed evaluations at the conference registration desk or on your chair as you leave the final general session.

Thank you for attending. If you have any issues or comments, please contact:

Susan Conley, Co-Chair
Director, Food Safety Education
FSIS/USDA
P: 301.344.4755
susan.conley@fsis.usda.gov

Stan Hazan, Co-Chair
Senior Director, Regulatory Affairs
NSF International
734.769.5105
hazan@nsf.org



CONTENTS

Conference Highlights	Inside Cover
Welcome	2
Acknowledgements	4
Preconference Workshops	5
Conference Program	
Wednesday, September 27	8
Thursday, September 28	10
Friday, September 29	20
Posters	23
Educational Exhibits	28
Exhibits	30
Exhibit Floor Plan	35
Presenter Index	36
Sponsor Profiles	43
Continuing Education	45
Map of Hotel	47
Breakout Session Listing	48
Conference-at-a-Glance	Inside Back Cover

WELCOME FROM USDA

I am pleased to welcome you to the 3rd National Food Safety Education Conference. The theme of this conference, "Reaching At-Risk Audiences and Today's Other Food Safety Challenges," unites public health professionals, the medical community, the food industry, and food safety educators because we recognize that it takes a committed, collaborative workforce to help protect public health through food safety education. This Conference serves as a call-to-action to better reach people at greater risk for a more serious illness, hospitalization, or even death should they contract a foodborne illness.

During this groundbreaking Conference, you will hear about cutting-edge research findings, best practices, and strategies for reducing foodborne illness. Several renowned public health professionals will address the issues facing at-risk and general populations, and the challenges of identifying and reporting foodborne illness, and achieving behavior change among these audiences. In addition to exploring the food safety challenges, we will acknowledge the advances in food safety regulations, education, surveillance, epidemiology, and technologies that help reduce the incidence of foodborne illness. Also, USDA will unveil several new food safety initiatives, as will other organizations attending and presenting.

Thank you for your participation at this Conference and for your commitment to public health. I am sure you will leave energized and ready to tackle food safety issues with new insights, new resources, and a renewed focus on reaching at-risk audiences.

A handwritten signature in black ink, appearing to read "Mike Johanns". The signature is fluid and cursive, with a long horizontal line extending from the end.

Mike Johanns
Secretary of Agriculture



WELCOME FROM NSF

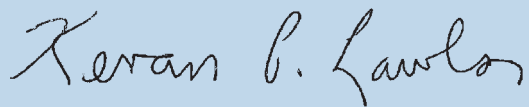
NSF International is proud to be a part of this important conference to focus attention on the critical issue of food safety and its impact on at-risk populations in our country and around the world. On behalf of the NSF Board of Directors, our 480 employees, and many stakeholders, we are extremely grateful for all the planning by the USDA staff and the countless volunteers from government agencies, associations, industry, and public health professionals.

NSF has a shared commitment with USDA to protect the consuming public from foodborne illness. NSF and USDA, which have each held two previous food safety education conferences, pooled resources to develop this unique five-day program aimed at building capacity in food safety education. This conference represents 18 months of hard work by some very dedicated individuals, and we hope you find it both educational and motivating.

We hope that you will take the time to connect with others at the conference, all of whom share your interests and goals in food safety. We also hope that you will take the time to attend the sessions, speak with the poster presenters, chat at the receptions, and browse the exhibits.

We want to thank all those who made the event possible including the speakers, presenters, committee members, abstract reviewers, pre-conference workshop trainers, sponsors, supporting organizations, poster presenters, and exhibitors. And finally, we want to thank you for attending and for making this a truly successful event.

Enjoy the conference!



Kevan P. Lawlor
NSF President and CEO

ACKNOWLEDGEMENTS

Susan Conley, *Food Safety and Inspection Service, US Department of Agriculture, Co-Chair*

Stan Hazan, *NSF International, Co-Chair*

We want to thank the following individuals who provided guidance, expertise, and creativity to make this conference a success. Without their generous contributions, this conference would not have been possible.

Janice Adams-King, USDA Food Safety and Inspection Service
Jerry Bowman, NSF International
Missy Cody, Georgia State University
Marjorie Davidson, US Food and Drug Administration
Louise Dickerson, US Food and Drug Administration
Shelley Feist, Partnership for Food Safety Education
William Fisher, NSF International
Angie Fraser, North Carolina State University
Judy Harrison, University of Georgia
Diane Henderson, NSF International
Heather Hicks Quesenberry, USDA Food Safety and Inspection Service
Val Hillers, Washington State University (Emeritus)
Mary Anne Hogue, The Steritech Group, Inc.
Kristin Holt, USDA Food Safety and Inspection Service
Pat Kendall, Colorado State University
Joan Lindenberger, USDA Food Safety and Inspection Service
Lydia Medeiros, The Ohio State University
Terri Nintemann, USDA Food Safety and Inspection Service
Barbara O'Brien, USDA Food Safety and Inspection Service
Dan Puzo, USDA Food Safety and Inspection Service
Don Schaffner, Rutgers, The State University of New Jersey
Howard Seltzer, US Food and Drug Administration
Jan Singleton, USDA Cooperative State Research, Education, and Extension Service
Julia Smith-Easley, Centers for Disease Control and Prevention
Jodi Williams, USDA Cooperative State Research, Education, and Extension Service

Additional thanks go to those who agreed to serve on the abstract screening committees. These individuals volunteered their time to review the hundreds of abstract proposals submitted, recommend which abstracts should be included, and assist in creating the complex and comprehensive schedule of oral and poster presentations and exhibits you will enjoy over the next several days

Fred Angulo, Centers for Disease Control and Prevention
Jerry Bowman, NSF International
Christine Bruhn, University of California - Davis
LeAnn Chuboff, National Restaurant Association Educational Foundation
Missy Cody, Georgia State University
Pat Curtis, Auburn University
Angie Fraser, North Carolina State University
Caren Gieseke, Georgia State University
Jami Haberl, Iowa Department of Public Health
Judy Harrison, University of Georgia
Heather Hicks Quesenberry, USDA Food Safety and Inspection Service
Val Hillers, Washington State University (Emeritus)
Mary Ann Hogue, The Steritech Group, Inc.
Kristin Holt, USDA Food Safety and Inspection Service
Ibrahim Kamara, US Food and Drug Administration
Pat Kendall, Colorado State University
Alan Levy, US Food and Drug Administration
John Marcello, US Food and Drug Administration
Ed Mather, Michigan State University
Holly McPeak, US Department of Health and Human Services
Lydia Medeiros, The Ohio State University
Mary Etta Moorachian, Johnson and Wales University
Nancy Napolilli, Washington State Department of Health
Eileen Parish, US Food and Drug Administration
Carma Pauli, USDA Food Safety and Inspection Service
Patrick Pimentel, NSF International
Donald W. Schaffner, Rutgers, The State University of New Jersey
Bill Schwartz, NSF International
Jan Singleton, USDA Cooperative State Research, Education, and Extension Service
Peter Slade, Illinois Institute of Technology
Alan M. Tart, US Food and Drug Administration
Jean Weese, Alabama Cooperative Extension System
Jodi Williams, USDA Cooperative State Research, Education, and Extension Service

MONDAY, SEPTEMBER 25

1 TO 6 PM

Epi-Ready Team Training

❖ Governor's Square 16

Matt Cummings and Tom Dickey, National Environmental Health Association; Bela Matyas, Massachusetts Department of Public Health; David Carpenter, Southern Illinois University School of Medicine; Don Sharp and Nicholas Gaffga, Centers for Disease Control and Prevention; Vickie Church, County of San Diego, California

Epi-Ready Team Training is a nationwide initiative intended to emphasize the importance of teamwork and provide up-to-date foodborne disease surveillance and outbreak investigation training. The primary purpose of this training is to present educational materials and implementation strategies designed to enhance the competence and confidence level of environmental health professionals and other health disciplines involved in outbreak investigation activities. Training will include interactive group exercises, question and answer sessions, and didactic lectures on passive surveillance, outbreak determination, environmental assessment, epidemiological investigation, laboratory guidance, and final report writing.

1 TO 5 PM

Understanding and Controlling Transmission of *Listeria monocytogenes* in Ready-to-Eat Meats From Processing Plant to Consumer

❖ Governor's Square 17

John N. Sofos, Patricia A. Kendall, and John A. Scanga, Colorado State University; Martin Wiedmann, Cornell University; Harshavardhan Thippareddi and Dennis Burson, University of Nebraska; Lydia C. Medeiros, The Ohio State University; Elizabeth Boyle, Kansas State University

Pregnant women and their fetuses, the elderly, and immunocompromised individuals are at increased risk for invasive illness from *Listeria monocytogenes*. The severity of listeriosis has led regulatory agencies since the late 1980s to recommend or require industry to establish control strategies to minimize the presence, survival, and growth of *L. monocytogenes* in foods. Much of this regulation has been focused on the ready-

to-eat (RTE) meat industry, given the relatively high number of outbreaks and recalls associated with ready-to-eat meats (particularly deli meats and unheated frankfurters). Contamination of RTE products primarily occurs during post-lethality (during peeling, slicing, repackaging, etc.) exposure to the environment. This workshop will address the results of recent work designed to enhance the safety of ready-to-eat meats and explore gaps in risk assessment and pathogen control.

The universities involved in the workshop have received support for the workshop through a grant from the USDA-CSREES National Integrated Food Safety Initiative Project Number: 2005-51110-03278.

TUESDAY, SEPTEMBER 26

8 AM TO 5 PM

Epi-Ready Team Training (continued)

❖ Governor's Square 16

Understanding and Controlling Transmission of *Listeria monocytogenes* in Ready-to-Eat Meats From Processing Plant to Consumer (continued)

❖ Governor's Square 17

School Foodservice Management: Developing a Safety Program

❖ Governor's Square 11

Theresa Stretch, National Food Service Management Institute

Participants in this workshop will learn about a comprehensive food safety system that focuses on the Process Approach. The National Food Service Management Institute (NFSMI) developed this training in cooperation with the USDA Food and Nutrition Service Child Nutrition Division and the Food Safety Unit. The workshop is designed for foodservice directors and supervisors and will teach a modified version of the Process Approach. Basing your program on this approach will provide a food safety program that is consistent with the USDA "Guidance for School Food Authorities: Developing a School Food Safety Program Based on the Process Approach to HACCP Principles."

Food Safe Schools

❖ Governor's Square 12

This workshop will present a variety of resources and tools for addressing food safety in schools and their communities.

Part I: It Takes A Team

Solange Morrisette, National Coalition for Food Safe Schools and Sodexo Services; Elizabeth Bugden, Kids First, Rhode Island Department of Education; Vanessa De Arman, National Environmental Health Association; Marion Hinners, Food and Nutrition Service, US Department of Agriculture

This interactive workshop provides a one-stop resource using a team approach involving the school community. The approach allows schools to identify gaps in food safety and to develop an action plan for becoming food-safe. Participants will experience first-hand the value of working as a team by brainstorming to solve a food safety problem actively.

Part II: USDA Update – Food Safety and Schools

Margaret Venuto, Audrina A. Lange, and Brenda Halbrook, Food and Nutrition Service, US Department of Agriculture

In the afternoon session, USDA Food and Nutrition Service staff will cover tools and resources in an update on:

- Epidemiological Analyses of National Food-borne Illness Data for School Settings and Development of Targeted Food Safety Education Materials,
- National School Lunch Program Requirements: School Food Safety Programs and Additional Health Inspections, and
- Food Defense – Impact on USDA Nutrition Assistance Programs.

Train-the-Trainer: Presentation Skills for Food Safety Educators

❖ Plaza Ballroom D

Jamie K. Stamey, The Steritech Group, Inc.

For the individual who is interested in teaching a nationally recognized food safety certification course, knowledge of the subject matter is only the first step. Effective, persuasive, and inspiring trainer skills are essential. It is vital to involve the audience in order for them to remember and act upon key information. In essence, the trainer should inspire individual behavior change. This full-day, participant-focused workshop provides a variety of training essentials to add energy and emphasis to fundamental food safety messages. The intended outcome is to provide participants with new trainer skills, enthusiasm, and confidence as a food safety educator.

CDCynergy: Step-by-Step Guidance for Applying Social Marketing Systematically to Public Health Programs

❖ Governor's Square 15

Mike Newton-Ward, North Carolina Division of Public Health; Kim Laramy, Ethos Marketing and Design, Portland, Maine

Effective social marketing doesn't require vast marketing expertise. The CDCynergy-Social Marketing Edition Version 2.0 (CDC-SM2) CD-ROM was developed by the Centers for Disease Control and Prevention, the Academy for Educational Development, and the Robert Wood Johnson Foundation's Turning Point Social Marketing National Excellence Collaborative. In this training you will learn to install and navigate the wealth of resources available in the CDC-SM2.

8 AM TO 12 PM

Nurses and Other Health Care Professionals: Key Players in Prevention and Detection of Foodborne Illness

❖ Plaza Court 8

Elaine Brainerd, American Nurses Foundation; Janice Adams-King, Food Safety and Inspection Service, US Department of Agriculture; Taylor S. Jones, Tri-County Health Department, Aurora, Colorado

This workshop will motivate and empower nurses and other health care professionals to improve the diagnosis and management of foodborne illness, as well as promote safe food handling behavior among patients, family members, and caregivers. Nurses and other healthcare professionals will learn strategies that can improve early detection and reporting of suspected cases of foodborne illness. By maintaining vigilance, nurses and other healthcare professionals may help reduce the incidence of foodborne illness among general and at-risk populations.

1 TO 5 PM

Keeping Your Cool: Effective Crisis and Emergency Risk Communication

❖ Governor's Square 14

Barbara Reynolds, Centers for Disease Control and Prevention

This workshop will equip participants with the tools to navigate the harsh realities of speaking to the public, media, partners, and stakeholders during an intense public-safety emergency, including terrorism. In a crisis, the right message at the right time is a "resource multiplier" — it helps response officials get their job done. Many of the predictable harmful individual and community behaviors can be mitigated with effective crisis and emergency risk communication. Each crisis will carry its own psychological baggage. A leader must anticipate what mental stresses the population will be experiencing and apply appropriate communication strategies to attempt to manage these stresses.

3 TO 5 PM

Grand Rounds: Giardiasis

❖ Plaza Court 8

Linda J. Demma, Centers for Disease Control and Prevention

Using the format of the Primer on Foodborne Illness for Physicians and Other Health Care Professionals, the pathophysiological and clinical presentation of Giardiasis will be presented to physicians and other healthcare professionals. As a foodborne illness, its transmission, symptoms, diagnosis, treatment, and identification of populations most at risk will also be discussed. This will be an interactive session to promote dialogue and the significance of diagnosing and reporting foodborne illness.

Fight BAC!® Reception

6:30 to 8 PM

Exhibit Hall

Exhibits and Posters

WEDNESDAY, SEPTEMBER 27

8:30 TO 10:15 AM

Welcome and Overview

❖ *Plaza Ballroom A/B/C*

Richard Raymond, MD, Under Secretary for Food Safety, US Department of Agriculture

Kevan Lawlor, President and CEO, NSF International

Don Ament, Colorado Commissioner of Agriculture (invited)

Ned Calonge, MD, MPH, Chief Medical Officer, Colorado Department of Public Health and Environment

Beth Johnson, MS, RD, Deputy Chief of Staff to the Secretary, US Department of Agriculture

Nancy Montanez Johner, Under Secretary for Food, Nutrition, and Consumer Services, US Department of Agriculture

10:15 TO 10:45 AM

Break

❖ *Exhibit Hall*

10:45 AM TO 12 PM

Physicians Confront Foodborne Illness: Who's Most At Risk and Why

❖ *Plaza Ballroom A/B/C*

Moderator: David Acheson, MD, Director, Food Safety and Security, US Food and Drug Administration

Panelists: Gladys Branic, MD, MPH, Director, Manatee County Health Department, Florida; Phillip Tarr, MD, Director, Division of Pediatric Gastroenterology and Nutrition, St. Louis Children's Hospital; Samuel James, MD, Associate Professor of Clinical Medicine, Section of Nephrology, The University of Arizona College of Medicine; Heather Bair-Brake, DVM, MS, Senior Epidemiologist, FoodNet/NARMS Unit, Centers for Disease Control and Prevention

Physicians who treat at-risk patients will discuss the physiological and pathophysiological factors that result in certain populations being more at risk for a more severe illness or death related to a foodborne illness.

They will discuss the significance of diagnosing appropriately, as well as challenges and barriers to obtaining lab-confirmed diagnosis and reporting of foodborne illness. Also included in this session are the findings of a practices and perception survey that assessed the potential role of physicians as food safety educators.

12 to 1:30 PM

Lunch

❖ *Plaza Ballroom D/E/F*

Presentation of the FSIS Howard E. Bauman Award for Food Safety

Richard Raymond, MD, Under Secretary for Food Safety, US Department of Agriculture

Luncheon Presentation

Georges Benjamin, MD, Executive Director, American Public Health Association

1:30 TO 2:30 PM

Underreporting of Foodborne Illness: Strategies to Increase Awareness and Diagnosis

❖ *Plaza Ballroom A/B/C*

Moderator: Arthur Liang, MD, Associate Director for Food Safety, National Center for Zoonotic, Vector-borne, and Enteric Diseases (Proposed), Coordinating Center for Infectious Diseases, Centers for Disease Control and Prevention

Panelists: Caroline Smith DeWaal, Director of Food Safety, Center for Science in the Public Interest; Kirk Smith, DVM, MS, Foodborne, Vector-Borne, and Zoonotic Disease Unit Manager, Minnesota Department of Health; David Ludwig, Manager of Environmental Health, Maricopa County, Arizona

Underreporting of foodborne illness is a public health challenge. In this session, factors that promote underreporting and the consequences of underreporting will be explored. Additionally, strategies for improving the reporting of foodborne illness will be discussed. This session is designed to promote awareness and significance of reporting foodborne illness.

2:30 TO 3:30 PM

Anatomy of an Outbreak

❖ Plaza Ballroom A/B/C

Moderator: David P. Goldman, MD, Assistant Administrator, Office of Public Health Science, Food Safety and Inspection Service, US Department of Agriculture

Panelists: Christopher Braden, MD, Medical Epidemiologist, Centers for Disease Control and Prevention; Ned Calonge, MD, MPH, Chief Medical Officer, Colorado Department of Public Health and Environment; Kirk Smith, DVM, MS, Foodborne, Vector-Borne, and Zoonotic Disease Unit Manager, Minnesota Department of Health

This session provides information on the role that medical and public health professionals have in preventing, mitigating, and reporting foodborne illness. Federal and state agency representatives will discuss *E. coli* O157:H7 outbreak investigations that may serve as a prototype for public health agency and professional responses to public health crises resulting from foodborne illness.

4:30 TO 5:30 PM

Risk Behaviors of Target Audiences

❖ Plaza Ballroom A/B/C

Val Hillers, PhD, RD, Professor Emeritus, Washington State University; Patricia Kendall, PhD, RD, Extension Food Specialist, Department of Food Science and Nutrition, Colorado State University; Lydia Medeiros, PhD, RD, Associate Professor, Department of Human Nutrition, The Ohio State University; Sheryl Cates, JD, Senior Research Policy Analyst, RTI International

High-risk populations are 20% of the American population. What motivates a person to practice safe food handling? What are the barriers? Are they different for general and high-risk populations? People who have cancer, HIV-positive patients, pregnant women, and transplant patients were asked what they know about food safety, what they need to know, how they want to receive food safety information, and who they want to provide it. This session lets the voices of people who are at high risk for foodborne illnesses speak for themselves and provides vital information on how to design and implement successful food safety education programs.

3:30 to 4 PM

Break

❖ Exhibit Hall

4 TO 4:30 PM

Presentation

❖ Plaza Ballroom A/B/C

Mike Johanns, Secretary, US Department of Agriculture

Networking Reception

5:30 to 7 PM
Exhibit Hall

Exhibits and Posters

THURSDAY, SEPTEMBER 28

8:30 TO 9:30 AM

What Do Consumers Think About Food Safety? Do They Practice Safe Food Behaviors? What the National Surveys Say

❖ Plaza Ballroom A/B/C

Moderator: Cynthia Williams, MS, Senior Program Analyst, Program Evaluation and Improvement Staff, Food Safety and Inspection Service, US Department of Agriculture

Panelists: Mildred M. Cody, PhD, Associate Professor and Head, Division of Nutrition, Georgia State University; Amy M. Lando, MPP, Consumer Science Specialist, US Food and Drug Administration; Andrew J. Knight, PhD, Visiting Research Associate, Food Safety Policy Center, Michigan State University; Olga Henao, PhD, Senior Epidemiologist, Foodborne Diseases Active Surveillance Network, Centers for Disease Control and Prevention

This session will highlight trends and changes in consumer food safety practices of the general population and those at high risk for foodborne illnesses. The panel will present key findings from an analysis of related conference abstracts and from recent national surveys that targeted consumer attitudes and behaviors. The session will report progress in achieving the Healthy People 2010 food safety objectives for the 4 key behaviors – clean, separate, cook, and chill. Participants will gain an understanding of behaviors that need to be targeted in future educational endeavors.

9:30 TO 10 AM

Break

❖ Exhibit Hall

10 - 11 AM

BREAKOUT SESSIONS I

At-Risk Audiences: Children

❖ Governor's Square 15

Children Fight BAC!®

Janet Anderson, Utah State University

Participants in this session will learn about this award-winning software that is highly effective for teaching proper food safety practices to middle school children. The session will highlight the development of the software including a brief discussion on the science of instruction, the evaluation of the software, and the appropriate use of the software.

The Scrub Club™: An Innovative Web-Based Program for Kids

Jerry M. Bowman and William Fisher, NSF International

To help everyone understand how to fight illness, NSF developed a free public awareness web site made just for kids. The NSF Scrub Club™ is a first-of-its-kind program – a fun, interactive web site that teaches children the proper way to wash their hands (www.scrubclub.org). The site consists of a "Webisode," interactive games, and even an official handwashing theme song. Downloadable activity materials for kids, educational materials for teachers, and program information for parents are also available.

The Games, Songs, Bells, and Whistles of Food Safety

Jeanne Gleason, New Mexico State University

This presentation will review successful food safety games and educational materials that were developed to reach at-risk middle school students through fun and entertaining, yet educational activities. Participants will also learn the processes used to create the materials and understand what did and did not work. Participants will receive a free food safety educational CD-ROM with games for middle school kids.

Research Methods and Strategies

❖ Governor's Square 14

Data Collection Methods and Strategies for Conducting Formative Research

Laura R. Green, RTI International

Data Collection Methods and Strategies for Pretesting Educational Materials

Sheryl C. Cates, RTI International

Data Collection Methods and Strategies for Evaluating Educational Programs

Jennifer Anderson, Colorado State University

This session will discuss the advantages and disadvantages of alternative data collection methods for conducting formative research, pretesting food safety educational materials, and evaluating the effectiveness of educational materials at improving food safety knowledge, attitudes, and practices. Speakers will offer firsthand experience on what works, what doesn't work, and why.

Behavioral and Attitudinal Research

❖ Governor's Square 12

Do Risk Reduction Messages Affect Consumer Water and Food Handling Practices in a Waterborne Emergency?

Bonnie J. Lacroix, University of Guelph, Canada

In May 2000, residents of Walkerton, Ontario, Canada, were shocked when a boil water advisory was issued. Residents found out later that their municipal water supply was contaminated with virulent pathogens that caused 2,300 people to become ill and killed 7 residents of their rural community. Find out how individuals took action in response to the emergency and how respondents translated information into in-home practices to reduce exposure to hazardous water.

Perceptions of Women on Food Safety: A Case Study in Hyderabad, India

Vemula Sudershan Rao, National Institute of Nutrition, Andhra Pradesh, India

Studies show that a significant proportion of foodborne illnesses arise from domestic food handling practices. Women can be the final line of defense as they can take precautions in home kitchens. The present study was an attempt to assess perceptions and practices of women on food safety. Quantitative and qualitative data were collected using Knowledge, Attitudes, Beliefs, and Practices questionnaires and Focus Group Discussions among 95 women from 3 zones of the city.

Influence of Food Safety Training on Students' Appreciation of Food Safety Behaviors

Kevin R. Roberts, Kansas State University

The presentation will explore the positive and negative attitudes and operational aspects that would make it easier to practice three critical food safety practices: using a thermometer to check for proper temperatures of food, cleaning and sanitizing work surfaces, and handwashing. Participants can use this information in evaluating current training materials and gain insight into what should be emphasized during training and consultation with operators.

Food Processing: *Listeria* in RTE Meat and Poultry

❖ Plaza Court 1

Overview of *Listeria monocytogenes* and Listeriosis

John Sofos, Colorado State University

***Listeria monocytogenes* in Ready-to-Eat Meat and Poultry Products and Control Strategies**

Harshavardhan Thippareddi, University of Nebraska-Lincoln

Listeria monocytogenes in Other RTE Foods and Control Strategies

Kendra Nightingale, Colorado State University

In this session, food microbiologists, food processing specialists, and consumer education specialists will provide an overview of *Listeria monocytogenes*, explore its special relationship with high-risk consumers, discuss challenges *Listeria monocytogenes* presents to the ready-to-eat meat and poultry industry, and report recent findings regarding effective *L. monocytogenes* risk reduction strategies at the processing plant, retail outlet, foodservice, and consumer education levels.

Foodborne Illness: Surveillance and Epidemiology

❖ *Governor's Square 11*

Challenges to Global Foodborne Disease Surveillance

Ewen C.D. Todd, Michigan State University

Surveillance for foodborne disease is increasingly important as different problems emerge, including the threat of bioterrorism and the need for better prevention and control measures. However, there is no consistent approach to a common system or easy sharing of data, either within or between countries. The kinds of information collected and programs being introduced are discussed in examples taken from both the developed and less developed world, followed by a series of recommendations for improving surveillance on a global basis.

Outbreak Alert! Trends in Foodborne Illness Outbreaks, 1990-2004

Caroline Smith DeWaal, Center for Science in the Public Interest

This presentation is an epidemiological overview of US foodborne outbreaks from 1990-2004. Linking outbreaks to specific food alerts consumers to food safety hazards provides policy-makers with information for food safety resource allocation.

Epidemiologic Research in Food Safety

Jodi Williams, Cooperative State Research, Education, and Extension Service, US Department of Agriculture

This presentation will provide an overview of university-based epidemiologic research in food safety, which was funded by the Cooperative State Research, Education, and Extension Service. It will also summarize future goals and initiatives, such as the funding of a large network of universities to provide a collaborative approach to food safety.

Social Marketing: Experiential Programs

❖ *Governor's Square 17*

Using Music Parodies in Food Safety Education

Carl K. Winter, University of California-Davis; Angela M. Fraser, North Carolina State University; Jeanne Gleason, New Mexico State University; Susan K. Hovey, Clemson University Cooperative Extension; Elizabeth Hoyle, Clemson University; Sandra McCurdy, University of Idaho

The use of music in the form of educational music parodies is an effective and versatile tool that has been shown to improve food safety education for a number of diverse audiences, including foodservice managers, culinary arts instructors, culinary arts students, and high school students.

Germ City: Clean Hands, Healthy People

B. Susie Craig, Washington State University Extension; Guendoline Brown, West Virginia University Extension Service; Sandra M. McCurdy, University of Idaho; Lynn C. Nakamura-Tengan, University of Hawaii

The "Germ City: Clean Hands, Healthy People" program is a USDA-funded Extension, Education, and Research project that has reached 400,000 children and adults in Washington, Idaho, West Virginia, Hawaii, and Alabama, facilitating changes in hand-washing at fairs, community events, and schools. Observational studies and intent-to-change research conducted with elementary and middle school students and during fairs will be highlighted. Participants can experience a hands-on demonstration of Germ City in the Exhibit Hall.

Establishing Priorities: The Ongoing Momentum of the Clean Hands Coalition

Michele Samarya-Timm, Franklin Township Health Department, New Jersey; Nancy Bock, Soap and Detergent Association; Julia Smith-Easley, Centers for Disease Control and Prevention

The topic of handwashing is so important that it was identified as one of the top two food safety priorities during the Food Safety Education Conference in 2002. In response, a group of attendees and interested persons from across the US established the Clean Hands Coalition (CHC) to create and support coordinated, sustained initiatives to significantly improve health and save lives through clean hands. This session will highlight the strides made by the Coalition.

Foodservice: Schools and Other USDA Nutrition Assistance Programs

❖ *Governor's Square 16*

Epidemiological Analyses of National Foodborne Illness Data for School Settings and Development of Targeted Food Safety Education Materials

Margaret Venuto, Food and Nutrition Service, US Department of Agriculture

This session will present an original comparative analysis of data collected across all key foodborne illness surveillance sources and highlight patterns and trends unique to school settings. Results of data analyses serve as a basis for food safety education needs assessments to identify informational and educational gaps and to develop targeted educational materials that coincide with the food safety goals of Healthy People 2010, educate those involved in food preparation and service, increase greater public and media awareness, and influence policy decisions.

National School Lunch Program Requirements: School Food Safety Programs and Additional Health Inspections

Audrina A. Lange, Food and Nutrition Service, US Department of Agriculture

Staff from the USDA's Food and Nutrition Service will discuss the new food safety requirements as mandated in the Child Nutrition and Reauthorization Act of 2004, their implementation, and how food safety professionals can facilitate school compliance with the law and ensure safe meals for school children nationwide.

Food Defense – Impact on USDA Nutrition Assistance Programs

Margaret Venuto, Food and Nutrition Service, US Department of Agriculture

This presentation will promote food defense awareness and provide tools and resources for developing food defense plans. A representative from the FNS Food Safety Unit will give an overview of food defense as it relates to FNS programs and specifically to central kitchens, food banks, and warehouses.

11:15 AM TO 12 PM

BREAKOUT SESSIONS II

At-Risk Audiences: Children

❖ *Governor's Square 15*

Using Smart Kids Fight BAC!® Computer Games to Teach Food Safety Concepts to Young Children

Judy Harrison, University of Georgia

A multi-state project to develop food safety computer games for young children used focus groups with teachers and children to ensure appropriate content, design, and usability. Final pilot testing occurred in 3 states. Six games offer interactive environments for learning food safety principles while using math, science, language arts, and computer skills in compliance with K-3 curriculum standards.

The "Magic" of Food Safety for Children

Pattie A. McNiel, Michigan State University

"The 'Magic' of Food Safety for Children" will help children understand the top ten food safety tips in a fun, entertaining, educational, and magical presentation.

At-Risk Audiences: Hispanic Pregnant Women

❖ *Governor's Square 14*

Preventing Listeriosis From Mexican-Style Soft Cheeses in Pregnant Hispanic Women in the United States

Marjorie Davidson, US Food and Drug Administration

"Preventing Listeriosis in Pregnant Hispanic Women in the US" is a social marketing program FDA developed for use by health educators in teaching pregnant Hispanic women about the dangers of Listeriosis

associated with Mexican-style soft cheeses made with unpasteurized milk. After successful pilots in Texas and North Carolina, the program is available on CD-ROM as a health educator's tool kit.

Educating Hispanic Women of Childbearing Age

Heather Bair-Brake, Centers for Disease Control and Prevention

Approximately 22% of pregnancy-related deaths occur each year due to *Listeria monocytogenes*. Because *Listeria* associated disease is much more common among Hispanic women of child-bearing age than among non-Hispanic women of child-bearing age, a *Listeria* Working Group was formed at the Centers for Disease Control and Prevention. The group, which includes two native Spanish speakers, investigated approaches to educating Hispanic women of child-bearing age. This presentation discusses cultural, language, and other barriers to educating the Hispanic population and some of the solutions.

Foodservice: Child Care Centers

❖ *Governor's Square 12*

Food Safety Attitudinal and Behavioral Practices of Foodservice Personnel in Texas Child Care Centers

Margaret E. Briley and Deanna M. Staskel, The University of Texas at Austin

The food safety attitudes, knowledge, and behaviors of foodservice workers in a sample of Texas child care centers and the effect of a food safety training class on sanitation food safety behaviors will be presented.

HACCP-Based Programs in Child Care Centers

Lynn D. Riggins and Betsy Barrett, Kansas State University

This presentation will discuss research that explored prerequisite and HACCP program implementation status in child care operations. The study developed and tested a modified version of the Health Belief Model to identify beliefs and perceptions about benefits and barriers to HACCP implementation in child care operations. The model also determined how beliefs and perceptions affect intentions to implement HACCP programs.

Food Processing: *Listeria* in RTE Meat and Poultry

❖ *Plaza Court 1*

Controlling *Listeria monocytogenes* at the Retail Level

Martin Wiedmann, Cornell University

Labeling Preferences for *Listeria* Control Strategies in RTE Meat and Poultry

Patricia A. Kendall, Colorado State University

Strategies for Preventing Listeriosis at the Consumer Level: Focus on Those at High Risk

Lydia Medeiros, The Ohio State University

In this session, food microbiologists, food processing specialists, and consumer education specialists will provide an overview of *Listeria monocytogenes*, explore its special relationship with high-risk consumers, discuss challenges *Listeria monocytogenes* presents to the ready-to-eat meat and poultry industry, and report recent findings regarding effective *L. monocytogenes* risk reduction strategies at the processing plant, retail outlet, foodservice, and consumer education levels.

Foodborne Illness: Diagnosis and Management

❖ *Governor's Square 11*

Diagnosis and Management of Foodborne Illness: A Primer for Physicians and Other Health Care Professionals

Eileen Parish, US Food and Drug Administration; LJ Tan, American Medical Association; Elaine Brainerd, American Nurses Foundation

Physicians and other health care professionals have a critical role in the prevention and control of food-related disease outbreaks. This presentation will provide key information on the Primer as a practical and concise source of information for the health care community.

Social Marketing: Web-Based Programs

❖ Governor's Square 17

Iowa State University's "Ask a Food Safety Expert" Web Site

Daniel H. Henroid, Jr., University of Houston

The World Wide Web has become a common source of food safety information. Though a wealth of information is available, no single information source exists to answer food safety questions. Learn how the "Ask a Food Safety Expert" project was developed to meet this need by providing answers to food safety questions and find out the most common food safety answers sought by consumers.

Reaching Out With the Web: Evaluation of Food Safety Web Site Quality

Claire R. McInerney and Nora J. Bird, Rutgers, The State University of New Jersey

Evaluating food safety web sites to determine the best quality sites will be discussed. The session will be relevant for web designers, information specialists, communication officers, and others who are interested in quality information and in creating web sites for at-risk populations. The Web Site Quality Evaluation Tool, used to analyze web information, will be presented and explained. High quality sites and problematic web sites will be shown and discussed.

Foodservice: Food Defense

❖ Governor's Square 16

Food Defense – Preparedness for Schools

Theresa Stretch, National Food Service Management Institute

A representative from the National Food Service Management Institute will demonstrate food defense resources specifically developed for school nutrition programs.

Foodservice Operators' Preparedness for Bioterrorism

Gary "Lee" Frantz, South Dakota State University

This presentation focuses on survey method assessment of foodservice operators' preparedness for a terrorism attack. Significance of the problem, literature, methodology, results, limitations, conclusions, and recommended future research/education needs will be presented.

12 TO 1:30 PM

Luncheon Presentation

❖ Ballroom D/E/F

Admiral John O. Agwunobi, MD, MBA, Assistant Secretary for Health, Department of Health and Human Services

1:30 TO 3 PM

Posters and Exhibits

❖ Exhibit Hall

2:30 TO 3 PM

Break

❖ Exhibit Hall

3 TO 4 PM

BREAKOUT SESSIONS III

At-Risk Audiences: Hispanics

❖ Governor's Square 15

Food Safety in Your Home: Computer-Based Food Safety Lessons for Low-Income Audiences

Barbara H. Ingham, University of Wisconsin-Madison

"Food Safety in Your Home" is a computer-based food safety program for low-income audiences, available in English and Spanish. Health and nutrition educators in 3 states (NY, LA, and WI) piloted the computer-based lessons with 290 families. Working in their homes, learners self-assessed their food safety behavior in 5 areas (clean, chill, cook, store, and separate) using the interactive computer tool.

Spanish and Multilingual Materials for At-Risk Audiences

Jeanne Gleason, New Mexico State University

"Spanish and Multilingual Materials for At-Risk Audiences" will demonstrate numerous food safety multimedia training tools that have been transformed to meet the needs of Spanish-speaking clientele. This session will demonstrate how technologies, such as podcasting, web, DVD, and even game play, can be used to reach multilingual audiences. As a part of this presentation, all participants will receive free copies of multilingual (Spanish and Navajo) food safety materials.

Why Foodborne Illness Should Matter to Hispanics – A Topic Not to Be Translated From English

Barbara O'Brien, Food Safety and Inspection Service, US Department of Agriculture

Although many agencies and organizations reach out to Hispanic audiences, the outreach is often limited to translating from English to Spanish. Through a new cultural look at social marketing, and with the help of experts in Hispanic-focused companies, we asked the questions – What does Hispanic culture value? What would draw consumers' attention? How could we motivate Hispanic consumers to make concrete changes in food handling behaviors? Join this session to learn what we learned and to see the first product of the research.

Risk Communication

❖ *Governor's Square 14*

Best Practices in Crisis and Emergency Risk Communication

Matthew Seeger, National Center for Food Protection and Defense-Risk Communication Group, and Wayne State University

The concept of best practices is a popular approach to improving organizational and professional practice in a wide array of venues, including many communication contexts. This presentation will describe ten best practices in crisis and risk communication as developed by the National Center for Food Protection and Defense working with a panel of crisis communication experts.

Foodservice

❖ *Governor's Square 12*

Restaurant Consumers' Concern for Food Safety and Their Willingness to Pay Extra for Food Safety

Jeannie Sneed and Sam Beattie, Iowa State University

This presentation will discuss research on consumers' attitudes about food safety in restaurants and their willingness to pay extra for food safety assurance.

Motivators for College-Age Foodservice Employees to Follow Safe Food Handling Practices

Susan W. Arendt and Jeannie Sneed, Iowa State University

This presentation will focus on research to identify what motivates college-age foodservice employees to follow safe food handling practices related to handwashing, wearing clean uniforms, cleaning and sanitizing, and monitoring food temperatures.

Using a Tiered Approach to Employee Health Guidelines to Address the Control of Norovirus in the FDA 2005 Food Code

David Acheson, US Food and Drug Administration

This presentation will address the reasoning behind the revision of the employee health guidelines in the FDA 2005 Food Code, including how this section was revised to address the control of foodborne Norovirus. The presentation will describe how the tiered approach provides a focus on removing infected food workers at greatest risk of transmission and provides greatest protection to at-risk populations.

Behavioral and Attitudinal Research

❖ *Governor's Square 11*

Integrated Food Safety Education and Research: Impacts and Impressions

Jan C. Singleton, Ram Rao, and Jodi P. Williams, Cooperative State Research, Education, and Extension Service, US Department of Agriculture

The US Department of Agriculture's National Integrated Food Safety Initiative (NIFSI) Competitive Grant Program is unique in that it funds projects that incorpo-

rate applied food safety research, classroom education, and extension/outreach into each individual project. This presentation will outline major NIFSI program impacts for specific target audiences that include the general public, high-risk audiences, foodservice workers, farmers, retail, trade, and other industry groups.

Foodborne Illness: Surveillance and Epidemiology

❖ *Governor's Square 16*

Investigating a Deadly Foodborne Illness Outbreak in a Residential Facility for the Mentally Retarded

Paul Brumund, Chesapeake Health Department, Virginia

This presentation will describe how a local public health department investigated a deadly foodborne illness outbreak in a residential facility for the mentally retarded and helped the institution implement education and other food safety strategies throughout the food flow process.

EU Strategies for Prevention and Control of Foodborne Diseases

Wolf M. Maier, European Commission

The European Commission, in collaboration with the European Food Safety Authority, publishes an annual Community report on trends and sources of zoonotic disease. By far the most frequently reported zoonotic diseases in Europe are salmonellosis and campylobacteriosis. EU activities on these and other selected agents will be reported. In addition to comparing practices with other participants, the session will discuss merits and shortcomings of different control strategies over the production chain.

Outbreaks Where Food Handlers Have Been Implicated in the Spread of Foodborne Disease

Ewen C.D. Todd, Michigan State University; Judy D. Greig, Public Health Agency of Canada

A review was conducted to develop a clear understanding of the dynamics of pathogen transmission via the food handler in a variety of settings. Although workers may be associated with an outbreak, often there is no clear initiating source identified or workers may be

victims in the outbreak as well as sources of infection. The different routes of infection portray a complex picture requiring analysis before implementing effective controls.

Social Marketing: CDCynergy

❖ *Governor's Square 17*

Using an Innovative Computer-Based Social Marketing Planning Tool to Address Public Health Issues – CDCynergy-Social Marketing Edition Version 2.0

Mike Newton-Ward, North Carolina Division of Public Health

You don't need to be a marketing expert to practice effective social marketing. Designed as an interactive multimedia decision support tool, the CDCynergy-Social Marketing Edition Version 2.0 (CDC-SM2) CD-ROM is an innovative computer-based tool that can help users apply social marketing systematically to public health programs.

4:15 TO 5:15 PM

BREAKOUT SESSIONS IV

At-Risk Audiences: Immunocompromised

❖ *Governor's Square 15*

Effective Food Safety Messages and Delivery Mechanisms for Transplant Recipients and Their Caregivers

Katherine M. Kosa, RTI International; Janice Adams-King, Food Safety and Inspection Service, US Department of Agriculture

This session presents the results of a focus group and several telephone interviews that were conducted with transplant recipients and their caregivers to assess their foodborne illness concerns, food safety knowledge, and food handling practices, and to obtain their feedback on a food safety educational booklet developed by USDA/FSIS and effective delivery mechanisms.

To Your Health! Food Safety Education for High-Risk Audiences

Glenyce Peterson-Vangsness and Joellen M. Feirtag, University of Minnesota

"To Your Health! Food Safety for High-Risk Audiences" is a research-based, hands-on, interactive educational program for those at high risk for foodborne illness and their caregivers. High-risk audiences include pregnant women, infants and young children, the elderly, and immunocompromised people. The curriculum provides a food safety kit with 8 tools that can be used when the participant returns home.

At-Risk Audiences: Reaching Under-Served Populations

❖ *Governor's Square 14*

Together, Sharing Food Safety in American Indian Communities

Patricia E. Aune, United Tribes Technical College

Culturally sensitive, scientifically based food safety education resources (CD/video and publications) focused to American Indians of the Northern Great Plains will be shared during this session. Educators collaborated with American Indian communities to develop effective education programs focused on the cultural experiences and learning styles of community members.

The Thermy™ Campaign: Increasing Food Thermometer Use Among Refugees and New Americans

Julie Garden-Robinson, North Dakota Extension Services

This project used adaptations of materials from the national Thermy™ and Fight BAC!® campaigns to teach new Americans from Bosnia, Somalia, Sudan, and Vietnam about safe food handling. The participants received thermometers and hands-on education. Participants increased knowledge and made changes in food handling behavior as a result of this project.

Analysis of New Americans' Reports of Previous Food Handling Practices and Perceptions of Safe Food

Kathleen O. Slobin, North Dakota State University; Julie Garden-Robinson, North Dakota Extension Services

New Americans from Uganda, Liberia, Sudan, Somalia, Bosnia, and Kurdistan report varying food handling practices associated with acquisition, preparation, service, and storage in their home countries and in their present community. This suggests that food safety education programs should incorporate culturally informed materials that acknowledge the utility of previous food handling practices.

Foodservice: On-Farm Education

❖ *Governor's Square 12*

On-Farm Food Processing Course in Maryland: A Multi-Agency Approach

Mark A. Kantor, University of Maryland

The experience of providing a series of on-farm food processing courses to farmers in Maryland will be described. The course was designed to provide education about food safety and information about new state regulations to farmers wishing to produce value-added foods in their home kitchens. Lessons learned from planning and implementing this series of courses are relevant to food safety education professionals.

Using Photo Novels to Train Farm Workers

Robert B. Gravani and Elizabeth A. Bihn, Cornell University

This presentation will address the education and training of farm workers using three photo novels developed by the National Good Agricultural Practices program.

A Food Safety Education Program for Farm Workers and Their Families

Elizabeth A. Bihn and Robert B. Gravani, Cornell University

This program utilizes diverse approaches to outreach, including bilingual posters, videos, photo novels, booklets, and pamphlets that address proper food preparation, handwashing, and hygiene practices. This presentation will focus on the educational materials, the influence of focus group testing, and designing an evaluation to determine the behavioral impact of the program.

Behavioral and Attitudinal Research

❖ Governor's Square 11

Relationship Between Salmonellosis Knowledge, Risk Perceptions, and Behavior

Cara L. Cuite, Rutgers, The State University of New Jersey

Despite public health campaigns to inform Americans about the risks of Salmonellosis, it still remains the most common cause of foodborne illness. A nationally representative sample of 380 American adults responded to a telephone survey that measured their knowledge about *Salmonella*, their perceived risks of *Salmonella*-related behaviors, and the reported frequencies of these behaviors. This presentation will address the results of this survey.

Umu Pasifika: Food Safety for Pacific People

Sandra Daly, New Zealand Food Safety Authority

In 2004, NZFSA found that Pacific Island people, particularly children, were over-represented in foodborne illness statistics. Despite making up just 13% of the Auckland population, they accounted for nearly half of all hospital admissions for foodborne illness. NZFSA, in partnership with the Pacific community, launched the Umu Pasifika program to provide resources, raise awareness, and demonstrate safe food practices.

Food Processing: Controlling Risk

❖ Governor's Square 16

An Indirect and Direct Connection to Controlling Risks

Mario Seminara, US Food and Drug Administration

Are you interested in how you can control risk factors that contribute to foodborne illness and work with the regulatory agency to see that you are in compliance? This session will discuss the risk factors that have been identified as most in need of attention in the institutional and foodservice segment of the retail food industry. It will also cover ways that you can control such risks and protect the most vulnerable persons in our population.

Retail on the Half Shell

Johnathan F. Gerhardt and Anita M. Roy, New Mexico Environment Department

This presentation will focus on HACCP-based handling procedures of shellfish in retail establishments. The retail education project "New Mexico on the Half Shell" will be used as a model to demonstrate proper safety measures to be followed by retail establishments from receiving to service. The practical application principles discussed in this presentation will also assist regulatory authorities in their inspection duties.

Harmonizing International Regulations for *Listeria monocytogenes* in Ready-to-Eat Foods: Use of Risk Assessment for Helping Make Science-Based Decisions

Ewen C.D. Todd, Michigan State University

Listeriosis arises from consumption of ready-to-eat food contaminated by *Listeria monocytogenes* but there is no internationally acceptable means of control. A few countries have regulations, but different standards make trade difficult. Harmonization should be sought through international agreement based on actual risks to human health set through a risk analysis approach based on target research and understanding at-risk populations.

Social Marketing: Fight BAC!®

❖ Governor's Square 17

Fight BAC!® New Program Initiatives Address Gaps in Consumer Awareness and Behavior

Shelley R. Feist, The Partnership for Food Safety Education; Mildred M. Cody, Georgia State University; Kathy Means, Produce Marketing Association; Marjorie Davidson, US Food and Drug Administration

The Partnership for Food Safety Education created the Fight BAC!® safe food handling campaign to give consumers simple, practical advice to reduce their risk of foodborne illness. At this session, learn how results of recent PFSE consumer research led to development of new consumer education tools designed to address gaps in consumer awareness and behavior around handling of produce and home refrigeration.

FRIDAY, SEPTEMBER 29

8:30 TO 9:30 AM

Liability for Foodborne Illness: Who is Responsible?

❖ Ballroom A/B/C

Philip C. Olsson, Senior Principal Attorney, Olsson, Frank and Weeda, PC; David Babcock, Senior Associate Attorney, Marler Clark Attorneys-at-Law, LLP, PS; Tony DeCastro, Vice President, Innovation and Regulatory Affairs, Sun Orchard, Inc.; Barbara Kowalyck, President, Safe Tables Our Priority (S.T.O.P.)

This session will highlight the regulatory process that affects the food industry, as well as strategies for minimizing liability risks and foodborne illness lawsuits. Attorneys with extensive experience in foodborne illness litigation and legal and government affairs representation to companies and trade associations in the food industry and a representative of consumers affected by foodborne illness will present this enlightening discussion.

9:30 TO 10 AM

Break

❖ Grand Ballroom Foyer

10 TO 11:15 AM

BREAKOUT SESSIONS V

At-Risk Audiences: Seniors

❖ Plaza Ballroom E

Food Safety Practices and HACCP Implementation in Assisted Living for the Elderly

Jeannie Sneed and Catherine H. Strohbehn, Iowa State University

Research on impact of training on employee knowledge, food handling practices, and microbiological analysis of food contact surfaces in assisted-living facilities will be presented.

Food Safety Attitudes and Food-Handling Behaviors of United States Residents 65 and Older: Areas of Concern

Joye C. Gordon, Kansas State University

Results of an experimental field study involving a random sample of 355 US residents 65 years and older who prepare meals at least 5 times per week will be presented. Post measurements provide data regarding food-safety attitudes and food-handling behaviors. While generally adaptive attitudes and behavior were found, areas of concern remain.

Listeriosis Prevention for Older Adults: Motivating Behavior Change

Sheryl C. Cates and Katherine M. Kosa, RTI International

A fact sheet with information on listeriosis prevention was developed and distributed to 48 older adults. Participants' food safety knowledge and practices were assessed before and after receiving the fact sheet. Focus groups were conducted to assess participants' impressions of the fact sheet, whether they made changes based on the information provided, and barriers to adopting the recommended practices. Educators can use the study findings to help develop educational programs for older adults on listeriosis prevention.

At-Risk Audiences: Pregnant Women

❖ Plaza Ballroom F

Fish School: Taking Stock of Risks and Benefits

Leslie E. Dorworth and Robin G. Goettel, Illinois-Indiana Sea Grant College Program

Concerns have been raised about the safety of commercially- and recreationally-caught fish. Fish consumption advisories, generated by health departments to protect sensitive populations from excessive exposure to pollutants in sports fish, are an outcome of these concerns. Join us to learn about this important environmental health issue and how our new project "Fish School: Taking Stock of Risks and Benefits" works with teachers and students to emphasize EPA and FDA efforts related to the importance of fish consumption.

I'm Healthy, I'm Pregnant, Why Am I At Risk?: Key Food Safety Messages and Communication Channels for Pregnant Women

Janice Adams-King, Food Safety and Inspection Service, US Department of Agriculture

Through focus testing, pregnant women admit they are not aware of their risk, have not heard of *Listeria monocytogenes*, and may not be aware of or practice safe food handling principles. In evaluating the potential effectiveness of the USDA's Food Safety and Inspection Service consumer information booklet, "Listeriosis and Focus Safety Tips," risk behaviors, key food safety messages, and preferred communication channels will be discussed from the perspective of the focus group participants.

Listeriosis and Pregnancy: A Case Study of Effective Food Safety Education Materials

Susan M. Bond, International Food Information Council

In recent years, the need to target food safety information to specific "at-risk" groups has been identified. These at-risk groups include older adults, infants and children, persons with weakened immune systems (HIV/AIDS and chemotherapy patients), and pregnant women. This presentation describes a successful joint project that the International Food Information Council, the Food Safety and Inspection Service, and the Association of Women's Health, Obstetric, and Neonatal Nurses initiated to deliver food safety information and risk reduction to these audiences.

Food Safety for Moms-to-Be Education Campaign

Howard Seltzer, US Food and Drug Administration

"Food Safety for Moms-to-Be" is a social marketing program developed by FDA to teach pregnant women about food safety topics that can cause harm to their developing babies. The campaign covers *Listeria monocytogenes*, Methylmercury, Toxoplasma, and general food safety principles. This approach is based on the premise that educating pregnant and soon-to-be pregnant women about safe food selection, storage, preparation, and cleanliness can reduce the opportunity for foodborne illness to occur.

Foodservice: Employee Training

❖ *Governor's Square 12*

Safe Food Crew: An In-House Food Safety Training and Public Recognition Program

Beth L. Cleary, Madison Department of Public Health, Wisconsin

This presentation will introduce the audience to the "Safe Food Crew – An In-house Food Safety Training and Public Recognition Program" and will share the most up-to-date results. Safe Food Crew was developed by the Madison Department of Public Health with funds from an FDA Innovative Food Safety Grant.

An Evaluation of Food Safety Information Transfer to Employees: One-Page Media Summary Sheets in Foodservice and Retail

Benjamin Chapman, University of Guelph, Canada

Through this presentation, participants will be exposed to an evaluation of a variety of dissemination methods of food safety information culled from media sources. The target audience for this information is front line food handlers in foodservice and retail settings. The suitability of information, retention, and self-reported effects on practices will be described.

Retail Meat and Poultry Processing Training Modules

Suzanne M. Driessen, University of Minnesota Extension Service; Jan L. Kelly, Minnesota Department of Agriculture

The Retail Meat and Poultry Processing Training Modules' curriculum is a comprehensive training guide designed to assist in teaching retail meat and poultry industry food handlers. The program emphasizes the importance of food handling practices that reduce the risk of foodborne illness. Participants will be introduced to curriculum content, its uses, its effectiveness, and information on how to obtain a free copy of the training materials, which are available in English and Spanish.

Changing Foodservice Handwashing Behavior Through Motivation and Measurement

Jim I. Mann, The Handwashing for Life Institute; Daniel H. Henroid, Jr., University of Houston; Christopher Griffith, University of Wales Institute Cardiff, United Kingdom

Overcoming under handwashing is an important public health priority as away-from-home eating continues to grow. Serving the at-risk populations is an increasing priority. Learn from documented studies how operators are responding to the challenge. Discover how to elevate the utility of third party audits and annual health department inspections in raising handwashing compliance.

Foodservice: Schools and Other USDA Nutrition Assistance Programs

❖ Governor's Square 16

Food Safety Tools and Resources – A Team Approach

Marion Hinners and Margaret Venuto, Food and Nutrition Service, US Department of Agriculture; Elizabeth A. Bugden, Kids First of Rhode Island; Theresa Stretch, National Food Service Management Institute

Specialists in the food safety arena will offer current information directly related to food safety in USDA nutrition assistance program foodservice operations. This session will highlight a variety of food safety tools and resources. NFSMI will include an overview of a national training model for developing and implementing a food safety program. The training model has been tested in 29 states and includes a practical approach of how the food safety program can be seamlessly integrated into daily operational activities.

Social Marketing: Reaching Targeted Audiences

❖ Governor's Square 17

Identification of Consumer Clusters for Targeting Food Safety Education

Elizabeth C. Redmond and Christopher J. Griffith, University of Wales Institute Cardiff, United Kingdom

This presentation will discuss the determination of consumer clusters for targeting food safety education.

"Is It Done Yet?": A Social Marketing Campaign to Promote the Use of Food Thermometers

Laura Reiser, Food Safety and Inspection Service, US Department of Agriculture

"Is It Done Yet? You Can't Tell By Looking. Use a Food Thermometer To Be Sure!" Learn how USDA worked in partnership with the State of Michigan to pilot the national USDA "Is It Done Yet?" campaign using effective social marketing techniques to promote behavior change.

The "Be Food Safe" Campaign: Designing an Umbrella Campaign and New Messaging Approach to Influence Consumer Behavior Change

Carol Freeman, ORC Macro; Susan Conley, Food Safety and Inspection Service, US Department of Agriculture

The "Be Food Safe" campaign focuses on the importance of food safety messages, giving consumers the knowledge and tools to change and maintain new food safety behaviors, and demonstrating a measurable effect on moving consumers from awareness to behavior change. The campaign focuses on caregivers, an audience that has the incentive to not only listen to food safety messages, but also change behaviors. Campaign supporting materials will be available at this session.

Using Consumer and Laboratory Research for the Development of a Printed and Online Brochure Promoting Consumption of Safer Fruits and Vegetables

Sandria L. Godwin, Tennessee State University

This presentation will review research conducted on consumption of and cleaning practices used for fresh fruits and vegetables, and describe the usage of that data to develop a comprehensive print and online brochure.

11:30 AM TO 12:30 PM

Closing Session: Advancing Food Safety Education

❖ Plaza Ballroom A/B/C

Jeanne Gleason, Director, Professor, and Executive Producer, Cooperative Extension Service, New Mexico State University

Jorgen Schlundt, Director, Department of Food Safety, Zoonoses, and Foodborne Diseases, World Health Organization

Bryce Quick, Deputy Administrator, Food Safety and Inspection Service, US Department of Agriculture

Adjourn

POSTERS

Wednesday, September 27

5:30 to 7 PM

Thursday, September 28

1:30 TO 3 PM

HACCP for School Foodservice

Julie A. Albrecht, University of Nebraska-Lincoln

HACCP for School Foodservice was mandated by Congress to insure that safe food is served to children. The US Department of Agriculture provided the guidance documentation for school foodservice managers through the Nutrition Services of the Nebraska Department of Education. This poster describes a workshop with educational materials that was developed and delivered to help school foodservice managers with implementation of HACCP.

Healthy Pets/Healthy People: A Program to Educate the Public About Health Risks Associated With Pets

Heather Bair-Brake, Centers for Disease Control and Prevention

The Healthy Pets/Healthy People program is the creation of the Zoonoses Working Group within the Centers for Disease Control and Prevention. Specific objectives for the program are to communicate with the public on animal-related health risks, provide veterinarians and shelter workers with infection control guidelines, and partner with stakeholders in the pet industry, humane organizations, and agriculture on prevention messages.

Cold Pizza for Breakfast: MyPyramid Food Safety Tips for Teens and Tweens Who Cook

Cindy M. Brison and Alice C. Henneman, University of Nebraska-Lincoln Extension

While teens and tweens may cook for themselves and/or help cook family meals, they may receive little food safety training and limited materials are available for this age group. This presentation features a PowerPoint, "Cold Pizza for Breakfast," developed for reaching this target audience.

Animals and Handwashing: If You Pet It, Don't Forget It, Wash Your Hands, You Won't Regret It

Guendoline Brown, West Virginia University Extension Service

Animals and Handwashing: "If You Pet It, Don't Forget It. Wash Your Hands, You Won't Regret It" demonstrates the importance of handwashing following petting or touching animals.

Food Safety Attitudes, Locus of Control, and Efficacy of Young Adults

Carol Byrd-Bredbenner, Rutgers, The State University of New Jersey

This poster will highlight findings from a national online food safety survey and will describe the self-reported food safety attitudes, locus of control, and self-efficacy of young adults.

Pregnant Women's and Seniors' Storage Practices for Refrigerated Ready-to-Eat Foods: Results of a Web-Enabled Panel Survey

Sheryl C. Cates and Katherine M. Kosa, RTI International

A nationally representative web-enabled panel survey was conducted of pregnant women and seniors to collect information on storage times for various ready-to-eat foods and refrigerator thermometer usage. Adherence to recommended storage time guidelines varied depending on the type of food. Few respondents have a refrigerator thermometer. Using a study-provided thermometer, we found that some respondents have their refrigerator at an unsafe temperature.

Comparison of Food Safety Practices and Information Sources for At-Risk Households and the General Population

Mildred M. Cody, Georgia State University; Mary Ann Hogue, The Steritech Group, Inc.

A current national telephone-administered survey of knowledge, attitudes, and self-reported behaviors of 1,006 heads of households, aged 20 to 75, who prepared the household's main meal 3 or more days per week shows differences in responses to Healthy People 2010 food safety objectives and information sources for at-risk populations (older individuals and individuals in households with medically-prescribed diets) and the general population.

Responses of HIV-Positive Female Patients From a Private Practice Regarding Food Safety Knowledge, Attitudes, and Behaviors

P. Michelle Davis, Southern Regional Medical Center, Georgia

This presentation shows the results of a pilot project that tested the potential for a physician-supported intervention with HIV-positive women that used an inexpensive, mailed food safety tool kit to provide participants with the information and tools they would need to follow consumer food safety guidelines to prepare food safely at home.

ServSafe™ Certification Training

Ellen M. DeFay, Cornell University Cooperative Extension

ServSafe™ certification training is effective in impacting employee training and operating procedures in food-service establishments. Procedural changes were implemented in the areas of HACCP policies, increased equipment checks, and improved cleaning and sanitation methods, resulting in decreased inspection violations, better inspection scores, and improved employee morale.

Food Safety Labeling Claims Study

Joan Rothenberg, International Food Information Council

Consumers expect the products they purchase to be safe. The International Food Information Council (IFIC) Foundation in collaboration with USDA FSIS conducted a study to test several different informational statements to understand the impact such labeling has on consumer perceptions of food safety.

Helping Teens Serve Food Safely

Julie Garden-Robinson and Tera L. Sandvik, North Dakota Extension Services

Targeting high school students with food safety education could have significant public health implications. Teens who participated in the five-lesson curriculum increased their knowledge and reported positive behavior changes when handling food in public and home settings, as measured by pre/post surveys.

Audience Assessment for Food Defense Risks

Marie Rienzo and Aylin Sayir, Michigan State University

This poster presents an audience assessment of primary and secondary data on the food protection related needs of food producers, food regulators, emergency responders, and industry professionals. It will also describe mechanisms for the dissemination of this information. This will be of particular interest to those working with these audiences.

Antimicrobial Resistance and Diversity of Foodborne Pathogens in Pigs

Wondwossen A. Gebreyes, The Ohio State University

The present study was carried out to determine the prevalence and antimicrobial resistance of *Salmonella*, *Campylobacter*, and *Yersinia* from swine reared in conventional and antimicrobial-free production systems. The findings showed high prevalence of all viruses among swine herds and the presence of a high proportion of resistant strains in either production system regardless of their antimicrobial use status.

Monitoring Foodborne Diseases – FoodNet

Olga Henao, Centers for Disease Control and Prevention

The Foodborne Diseases Active Surveillance Network (FoodNet) is an active surveillance system for various pathogens and syndromes that is used by public health, regulatory agencies, and industry as a report card on the food safety system of the US. FoodNet provides critical data for updating overall foodborne illness burden estimates, a platform for attributing burden of illness to specific foods, and a mechanism for rapid institution of surveillance of new and emerging enteric pathogens.

Sanitation and Quality Assurance Training Program for Retail Seafood Handlers

Dawn L. Hentges, Bowling Green State University

Seven "Ride the Wave to Seafood Safety and Quality" training workshops were conducted to increase the knowledge and adoption of safe food handling and quality assurance practices by retail seafood handlers. Emphasis was placed on implementing a systematic approach to seafood hazard identification, assessment, and control by using a HACCP model.

From Farm to Meals: Food Safety Awareness Among the Women of Haryana State of India

Meera Jayaswal, Ranchi University, Jharkhand, India

Haryana is the richest agricultural belt in India. The participation of local women in various stages of agriculture is intense – cultivating; applying fertilizer, insecticide, and pesticide; storing; and marketing. They are producers as well as consumers. This study highlights women's awareness about food safety in relation to vegetable production to consumption.

Assessment of a Short-Term Learning Experience in Promoting Positive Attitudes Toward Avoidance of Listeriosis in a WIC Population

Ruba Jibreen, Georgia State University

This presentation shows the results of a pilot project examining the effectiveness of a one-page educational brochure from the Food Safety and Inspection Service of the USDA on promoting positive food safety attitudes of low-income pregnant women during a WIC clinic visit. Women who read the brochure reported more positive attitudes than women who did not read the brochure.

Food Safety Educational Curriculum for WIC Clients

Lisa Kennon, University of North Texas

This project describes the development of food safety training materials, available in both English and Spanish, targeted for use by counselors of WIC clients. Though targeted for participants in the WIC program, this information may be used by anyone teaching food safety principles to families with young children.

Attitudes Toward Food Safety and the Food System

Andrew J. Knight and Ewen C.D. Todd, Michigan State University

This research presents results of a recent national survey on attitudes toward food safety and the food system: how concerned consumers are about food safety issues, how much knowledge of and control over food safety they possess, how they feel about the performance of food safety actors, their level of acceptability with the current state of the food safety system, and their willingness to pay additional costs to increase food safety.

The Economic and Emotional Burden of Foodborne Illness

Barbara Kowalczyk, Safe Tables Our Priority (S.T.O.P)

Foodborne illness is a serious public health issue and the cost to American society is high. The physical and emotional impact of serious foodborne illness can be staggering for victims and their families. Meanwhile, the food industry is almost uniquely insulated from the economic incentives most likely to result in the production of safe food.

Food Handling Behaviors and Attitudes Among At-Risk Populations: Data From the 2006 FDA Food Safety Survey

Amy Lando, US Food and Drug Administration

This poster presents results from the 2006 FDA Food Safety Survey, a nationally representative survey of US consumers' food safety awareness, knowledge, and practices, with a focus on older Americans, pregnant women, and immunocompromised individuals.

Food Hygiene Campaign in the United Kingdom

Robert Martin, Food Standards Agency, United Kingdom

To reduce foodborne illness in the United Kingdom, the Food Standards Agency has established a wide-ranging program to reduce microbial contamination, promote better food safety management, and promote hygienic preparation of food commercially and in the home. In the future, the campaign will concentrate on promoting simple food hygiene messages in the home through schools and local initiatives and targeting groups who are most vulnerable or most receptive to behavior change.

Young Adults Don't Fight BAC!®

Jaclyn Maurer, Rutgers, The State University of New Jersey

This poster will highlight findings from observational research that describes the compliance of young adults with the Fight BAC!® recommendations for safe food handling practices.

Safe Food All Year Round: Food Safety Toolkits Targeting Diverse and Ethnic Populations

Lillian G. Occeña-Po, Michigan State University

Development of food safety resources utilizing Level 2 and 3 approaches when targeting diverse and ethnic audiences will be discussed. These include culturally appropriate materials and need-based approaches as opposed to direct translation of English food safety materials (Level 1 approach).

A Team Approach to Implementing a School Food Safety Program Based on the Process Approach to HACCP Principles in a Rural State

Lynn C. Paul, Montana State University

Three state agencies in Montana (Department of Education, Department of Health, and MSU Extension Service) teamed up to create a statewide training process to assist school districts in meeting the new HACCP mandate for school foodservice programs. This poster will describe the steps taken to create this training system, lessons learned, and future plans to continue to provide training and technical assistance to foodservice staff.

Tribally Based Meat Microbiology and HACCP Training

Lynn C. Paul, Montana State University Extension

This Basic Meat Microbiology and HACCP training is geared specifically to Native American small meat and poultry processing facilities, producers, and their cultural food products. Upon completion of the training, the participants have been introduced to the process of developing a HACCP plan, and have been given the tools and contacts to develop a food safety system in their own business.

Celebrating Safe Foods at Pow Wows

Lynn C. Paul and Deborah M. LaVeaux, Montana State University Extension

"Celebrating Safe Food at Pow Wows" is an important new training video for Native American communities. The video presents key food safety areas for food vendors. Working with tribal sanitarians and extension agents, additional food safety resources have been developed to meet the unique needs and concerns for food safety on the reservations.

Targeting Cloth-Wiper Use in the Domestic Kitchen: Analysis of Consumer Attitudes, Self-Reported Practices, and Observed Behaviors

Elizabeth C. Redmond and Christopher J. Griffith, University of Wales Institute Cardiff, United Kingdom

This poster presents an evaluation of consumer cloth-wiper behavior and targeted strategy development.

A Qualitative Evaluation of Factors That Influence the Efficacy of Consumer Food Safety Education in the United Kingdom

Elizabeth C. Redmond and Christopher J. Griffith, University of Wales Institute Cardiff, United Kingdom

A qualitative evaluation of factors that influence the efficacy of consumer food safety education in the United Kingdom is presented in this poster.

Attitudes and Food Safety Behaviors of Older Females: Implications for Strategy Development Using the Social Marketing Approach

Elizabeth C. Redmond and Christopher J. Griffith, University of Wales Institute Cardiff, United Kingdom

Attitudes and food safety behaviors of older consumers will be presented.

Hand Awareness Program

William C. Sawyer, Executive Director, Henry the Hand Foundation

We have the CURE for the Pandemic FEAR by using social marketing strategies to vigorously promote the four Principles of Hand Awareness (endorsed by the AMA and the AAFP in 2001). By enlisting the cooperation of government agencies, NGOs, and corporations, we will dramatically reduce the spread of infectious disease to benefit food safety, seasonal illness, and pandemic prevention.

Each-One-Teach-One: Transporting Food Safety Education From the University Classroom Into the Local Community

Terra L. Smith, The University of Memphis

This poster presents a project that focused on helping college students make a difference in the food safety awareness of their communities, one person at a time.

Mentoring Model for HACCP Implementation in School Foodservice

Jeannie Sneed, Iowa State University; Daniel H. Henroid, Jr., University of Houston

Research on impact of mentoring activities (site visits, training, resources on the web site, and educational materials for on-site use by managers) on HACCP implementation in school foodservice will be presented.

Vibrio vulnificus Infection: A Deadly Illness in At-Risk Audiences

Tori L. Stivers, University of Georgia; Pamela D. Tom, University of California-Davis

Vibrio vulnificus infection has a 50% or higher fatality rate in high-risk populations. Educating at-risk consumers/patients about the risk of infection is vital in preventing serious infection, and food and health care professionals can play a crucial interventional role.

Participatory Food Safety Research With Produce Growers

Catherine H. Strohbehn and Mary B. Gregoire, Iowa State University

With efforts to increase consumption of fresh produce, streamline distribution channels, and help small to medium-sized farms develop new markets, foodservices need to carefully consider attention to food safety by their procurement sources. Participants will better understand on-farm food safety issues and purchasing regulations for food commodities of fresh produce and shell eggs.

Self-Reported Food Safety Behaviors Among Women, Infants, and Children (WIC) Program Clients, Miami, Florida, 2005

Mary Jo Trepka, Florida International University

This poster will discuss results of a survey of food handling practices among clients of an inner city Women, Infants, and Children (WIC) Program clinic. The WIC Program serves pregnant women, infants, and young children who are at particularly high risk of severe cases of foodborne diseases.

GIS Technology in Food Safety, Food Defense, and Disaster Planning and Response

Margaret Venuto, Food and Nutrition Service, US Department of Agriculture

GIS technology application in food safety, food defense, and disaster planning as a means of analyzing data, identifying patterns and trends, and facilitating the decision-making process will be presented.

On the Wild Side: Food Safety for Hunters

Cami S. Wells, Susan E. Brown, and Carol J. Schwarz, University of Nebraska-Lincoln Extension

This poster will focus on using strategies such as workshops, mass media materials, and other ideas for educating hunters and their families on game meat food safety.

Keep It Cool! Refrigerator Thermometer Program

Nancy R. Wiker and Marcia Weber, Penn State Cooperative Extension

"Keep It Cool," a refrigerator thermometer exhibit, skit, and follow-up consumer survey, helps consumers increase their awareness of the need to monitor refrigerator temperatures to insure food is out of the temperature danger zone from store to table.

A Food Safety Education Program for Farm Workers and Their Families

Elizabeth A. Bihn and Robert B. Gravani, Cornell University

The National Good Agricultural Practices Program at Cornell University is focused on reducing microbial risks in fresh fruits and vegetables through an education program developed primarily for growers, packers, and farm workers. Using innovative approaches in material design and distribution, the program has created over ten different materials utilizing various formats and mediums to reach diverse audiences involved in the production, harvest, packing, and distribution of fresh fruits and vegetables. Many program constituents are at risk and hard to reach due to physical location, literacy level, and access to educational materials.

Online Food Handlers Course

Cheryl C. Cothran, Northern Arizona University

Northern Arizona University and the Coconino County Health Department teamed up to make getting a Food Handler's Certificate a more convenient process for foodservice workers in the nation's second largest county. The new online program presents the county's training content in an innovative, easy-to-use certification software – in both English and Spanish. The goals are convenience and accessibility, to ensure that more food handlers get the training they need to ensure food safety.

Germ City: Clean Hands, Healthy People

B. Susie Craig, Washington State University Extension; Guendoline Brown, West Virginia University Extension Service; Sandra M. McCurdy, University of Idaho; Lynn C. Nakamura-Tengan, University of Hawaii

This is a hands-on demonstration of the Germ City: Clean Hands, Healthy People Program. Germ City is a USDA-funded Extension, Education, and Research project that has reached 400,000 children and adults in Washington, Idaho, West Virginia, Hawaii, and Alabama, facilitating changes in handwashing at fairs, community events, and schools. Observational studies and intent-to-change research conducted with elementary and middle-school students and during fairs will be highlighted.

Foodservice Food Defense Training Video

Gary "Lee" Frantz, South Dakota State University

This exhibit is a pre-distribution screening of a short Bioterrorism Food Defense Training Video developed for restaurant owners, foodservice operators, and hospitality educators. The video producers will answer questions about the subject matter and project development.

Multilingual Multimedia Tools to Reach At-Risk Audiences

Jeanne Gleason, New Mexico State University

The educational display "Multilingual Multimedia Tools to Reach Risk Audiences" will give you the opportunity to explore, first hand, a large collection of English/Spanish/Navajo food safety multimedia training tools. If you've always wanted to be a part of a team to develop interactive media but don't have the technical skills yourself, this could be a perfect opportunity to start discussions on potential future collaborations. All visitors to the educational display will receive one or more free copies of multilingual food safety media tools.

The "Magic" of Food Safety for Children

Pattie A. McNiel, Michigan State University

The "Magic of Food Safety for Children" will help children understand the top ten food safety tips in a fun, entertaining, educational, and magical presentation.

Food Safety Works: A Safe Food Handler Program

Edie M. McSherry and Jane K. Frobose, Colorado State University Cooperative Extension

"Food Safety Works, A Safe Food Handler Program" is a model of collaboration and valuable partnerships established among Cooperative Extension agents, Health Department personnel, foodservice managers and food bank agencies and distribution sites in two major Colorado counties – Larimer and Denver. As a result of the training, food handlers showed improvements in confidence levels and knowledge of food safety topics. The curriculum is available in English and Spanish.

WHO's Five Keys to Food Safety

Jorgen Schlundt, Françoise Fontannaz, and Margaret Miller, World Health Organization

WHO has long been aware of the need to educate all food handlers, including professionals and consumers, about their responsibility for food safety. After nearly a year of consultations with food safety experts and risk communicators, WHO introduced the Five Keys, simple rules elaborated to promote safer food handling and preparation practices.

***Vibrio vulnificus* Infection: A Deadly Illness in At-Risk Audiences**

Tori L. Stivers, University of Georgia; Pamela D. Tom, University of California-Davis

Vibrio vulnificus infection, which can occur from eating raw or undercooked oysters, clams, or mussels or exposing wounds to seawater, has a 50% or higher fatality rate in high-risk populations. Educating at-risk consumers/patients about the risk of infection is vital in preventing serious infection, and food and health care professionals can play a crucial interventional role.

Food Safety Educational Materials for Food-service Staff and Residents in Schools and Assisted Living Facilities for the Elderly

Catherine H. Strohbehn and Jeannie Sneed, Iowa State University; Daniel H. Henroid, Jr., University of Houston

Food safety educational materials targeted to foodservice staff in schools and assisted-living facilities as well as to residents in elderly-care facilities will be displayed.

Tuesday, September 26

6:30 to 8 PM

Wednesday, September 27

7:30–8:30 AM, 9:30–10 AM, 3:30–4 PM, 5:30–7 PM

Thursday, September 28

7:30–8:30 AM, 9:30–10 AM, 1:30–3 PM

Exhibitors**NSF InternationalBooth 1**

Contact: Tricia Jaksch
789 N. Dixboro Road
Ann Arbor, MI 48105
jaksch@nsf.org
www.nsf.org

NSF International, an independent, not-for-profit, non-governmental organization, is dedicated to being the leading global provider of public health and safety-based risk management solutions serving the interests of all stakeholders.

**Food Safety Information Center,
US Department of Agriculture.....Booth 2**

Contact: Yvette Alonso
10301 Baltimore Ave
Room 304
Beltsville, MD 20705 USA
yalonso@nal.usda.gov
www.nal.usda.gov/foodsafety

USDA's Food Safety Information Center supports the research community by organizing and disseminating food safety research information.

Crown Ware Manufacturing Inc.Booth 3

Contact: Cindy Ann Chong
7331 Vantage Way
Delta, BC V4G 1C9 Canada
info@safetycanopeners.com
www.safetycanopeners.com

A major contributor of foodborne illness is the can opener. Crown Ware has developed the only solution available on the market. Known in the industry as the "Sanitary Can Opener," its unique safe-edge technology cuts along the first layer of the can so that the knife never touches the inner contents of a can. This means no buildup of illness-inducing bacteria on the knife and no cross-contamination.

IEH-Warren Analytical LaboratoriesBooth 4

Contact: Michael Aaronson
650 "O" Street
Greeley, CO 80631
maaronson@warrenlab.com
www.warrenlab.com

IEH-Warren Analytical is a full-service testing laboratory that offers all-encompassing analytical services, including microbiology, chemistry, pesticides, pathogen detection, SRM testing, nutritional labeling, vitamins, allergens, export requirements, and tannery and leather. We are accredited to ISO/IEC 17025, the international standard for laboratory competence. Our staff of microbiologists, chemists, and food technologists will provide you with the most accurate and precise analytical data necessary to stay ahead in today's business environment.

**National Restaurant Association
Educational FoundationBooth 5**

Contact: Kristie Grzywinski
175 W. Jackson Boulevard
Suite 1500
Chicago, IL 60604
kgrzywinski@nraef.org
www.nraef.org

The National Restaurant Association Educational Foundation (NRAEF), a not-for-profit organization dedicated to fulfilling the educational mission of the National Restaurant Association. Focusing on three key strategies of risk management, recruitment, and retention, the NRAEF is the premier provider of educational resources, materials, and programs, including the ServSafe™ food protection manager training and certification program, which addresses attracting, developing, and retaining the industry's workforce.

Orkin Commercial ServicesBooth 6

Contact: Faye McCutcheon
2170 Piedmont Road
Atlanta, GA 30324
nascom@orkin.com
www.orkincommercial.com

Introducing Gold Medal Protection – Orkin's newest pest management program, tailored for sensitive and complex food processing environments. Gold Medal Protection offers a more environmentally conscious route to real results. Call 1-800-ORKIN-NOW for a free consultation.

Bio-Guard PlasticsBooth 7

Contact: Sharri Abbott
70 County Rd
Little Canada, MN 55117
sharri@bioguardplastics.com

Bio-Guard Plastics manufactures antimicrobial products using silver-ion technology. We carry antimicrobial cutting boards, spoons, ladles, tongs, deli bowls, etc.

National Food Service Management Institute.....Booth 8

Contact: Theresa Stretch
PO Box Drawer 188
University, MS 38655
tstretch@olemiss.edu
www.nfsmi.org

The National Food Service Management Institute (NFSMI) is a resource center for education, training, and applied research in support of USDA-funded Child Nutrition Programs.

International Association for Food Protection (IAFP)Booth 9

Contact: Julie Cattanaach
6200 Aurora Ave
Suite 200W
Des Moines, IA 50322
jcattanaach@foodprotection.org
www.foodprotection.org

The International Association for Food Protection (IAFP) is a non-profit educational association of food protection professionals. The Association is dedicated to the education and service of its members as well as industry personnel. IAFP provides members with an information network and forum for professional improvement through its two scientific journals, *Journal of Food Protection* and *Food Protection Trends*, educational annual meeting, and networking. Membership information can be obtained at our booth.

Utah State University Extension.....Booth 10

Contact: Darlene Christensen
151 N. Main
Tooele, UT 84074
darlenec@ext.usu.edu

Utah State University Extension Service has developed an innovative, highly mobile, and affordable hand-washing education unit. The unit will be unveiled at the 2006 Food Safety Education Conference. In addition, USU Extension will be showcasing "Be a Soaper Hero" hand washing curriculum and web site targeting elementary school youth.

Life Sciences Research Office (LSRO).....Booth 11

Contact: David Frumkin
9650 Rockville
Bethesda, MD 20814
mcgregors@lsro.org

LSRO is a non-profit organization established in 1962 that provides information, analysis, and advice to policy and decision makers. As a non-profit, no-frills organization, LSRO provides exceptional service that is credible, independent, cost-effective, and responsive to client needs in biomedicine, healthcare, nutrition, food safety, and environment.

National Cattlemen's Beef Association.....Booth 12

Contact: JoDee George
9110 E. Nichols Ave., #300
Centennial, CO 80112
Email: jgeorge@beef.org
www.beef.org

The National Cattlemen's Beef Association, funded by The Beef Checkoff, is committed to reducing foodborne pathogens in beef by developing science-based strategies and technologies. Beef safety is more than an expectation and more than the effort of one single entity — it is the sum of the entire beef production system, from farm to table.

FreshLoc TechnologiesBooth 13

Contact: Maribeth Lipscomb
15443 Knoll Trail
Suite #100
Dallas, Texas 75248
Email: maribeth.lipscomb@freshloc.com
www.freshloc.com

FreshLoc Technologies monitors critical temperature and humidity for food and patient safety. Using a network of wireless sensors, FreshLoc provides realtime information, reports, and alerts — continuously and automatically. The system eliminates error, saves manhours, and prevents loss of valuable food and drugs. Adaptable and affordable, FreshLoc is used by hospitals, schools, manufacturing, and distribution throughout the US.

Guarantek Analytical LaboratoriesBooth 14

Contact: John Murray
5300 N. Franklin Street
Denver, CO 80216
e-mail@guaranteklabs.com
www.guaranteklabs.com

Guarantek Analytical Laboratories is a Denver-based, full-service food testing laboratory that provides fast, accurate, and competitively-priced microbial and chemical testing, including pathogen detection, shelf-life determination, nutritional analysis, residue testing, and water testing. Sample pick-up is available.

ORC MacroBooth 15

Contact: Kristin Jones
11785 Beltsville Drive
Calverton, MD 20705
kristin.s.jones@orcmacro.com
www.orcmacro.com

ORC Macro's mission is to deliver high-quality, research-based solutions to complex problems, integrating objective information with the advisory and implementation tasks needed to improve real world performance. This goal has shaped the firm's history since its founding in 1966. In its pursuit, ORC Macro has nurtured core competencies in research and evaluation, management consulting, marketing and communications, and information technology.

National Association of County and City Health OfficialsBooth 16

Contact: Michelle Chuk
1100 17th Street NW
2nd Floor
Washington, DC 20036
mchuk@naccho.org
www.naccho.org

NACCHO is the national organization representing local health departments. NACCHO works to support efforts to protect and improve the health of all people and all communities by promoting national policy, developing resources and programs, seeking health equity, and supporting effective local public health practices.

Clean Hands Coalition.....Booth 18

Contact: Lynn Nakamura-Tengan
University of Hawaii Cooperative Extension Service
310 Kaahumanu Ave, #214
Kula, HI 96732
lynnnaka@hawaii.edu
www.cleanhandscoalition.org

The Clean Hands Coalition is a unified alliance of public and private partners working together to create and support coordinated and sustained initiatives to significantly improve health and save lives through clean hands. The CHC is facilitated by the Centers for Disease Control and Prevention.

Glo Germ CompanyBooth 19

Contact: Christa Windsor
PO Box 189
Moab, UT 84532
christa@glogerm.com
www.glogerm.com

"Germs" you can see! Glo Germ is an educational material used as an aid in the teaching of proper hand-washing and infection control practices. It is intended to simulate the spread of germs with the use of ultra violet lights.

International Food Information Council.....Booth 20

Contact: Kimberly Hamilton
1100 Connecticut Ave NW
Suite 430
Washington, DC 20036
hamilton@ific.org
www.ific.org

The International Food Information Council, IFIC, is a nonprofit organization whose mission is to communicate science-based information on food safety and nutrition to health professionals, educators, government officials, journalists, and others providing information to consumers. IFIC is supported primarily by the broad-based food, beverage, and agricultural industries. The IFIC Foundation was established as the educational arm of IFIC to further support the mission.

NEHA TrainingBooth 21

Contact: Patty Esparza
720 S. Colorado Blvd
Suite 1000 N
Denver, CO 80246
pesparza@nehatraining.com
www.nehatraining.com

NEHA Training is the Regulator's Choice® for food safety training. Our materials prepare food safety managers to pass any ANSI-CFP* examination. Our methods ensure managers and handlers remember principles long after training. We also register qualified food safety trainers and provide them support and resources to deliver quality, effective training.

The Scrub Club - NSF InternationalBooth 22

Contact: Jerry Bowman
789 N. Dixboro Road
Ann Arbor, MI 49105
bowman@nsf.org
www.scrubclub.org

The Scrub Club is a first of its kind program: a fun, interactive Web site (www.scrubclub.org) that teaches children the proper way to wash their hands. The site consists of a Webisode, interactive games, and even an official handwashing theme song. Downloadable activity materials for kids, educational materials for teachers, and program information for parents are also available.

The Soap and Detergent AssociationBooth 23

Contact: Nancy Bock
1500 K Street NW
Suite 300
Washington, DC 20005
nbock@sdahq.com
www.cleaning101.com

Since 1962, SDA has been dedicated to educating the public about good hygiene practices. Today, our programs and materials teach the public about the safe and responsible use of cleaning products to ensure cleaner and healthier environments in homes, businesses, and communities. Stop by to see our free educational materials.

**Food and Nutrition Service,
US Department of AgricultureBooth 24**

Contact: Marion Hinners
3101 Park Center Drive
Room 512
Alexandria, VA 22302
marion.hinners@fns.usda.gov

The Food and Nutrition Service (FNS) leads the federal anti-hunger effort by administering 15 U.S. Department of Agriculture nutrition assistance programs, including the Food Stamp, WIC, National School Lunch, and Food Distribution programs. FNS supports food safety for program operators through a variety of materials, technical assistance, and training.

**Cooperative State Research, Education,
and Extension Service
US Department of AgricultureBooth 25**

Contact: Jan Singleton
800 9th Street SW
Room 3434
Waterfront Centre
Washington, DC 20024-2220
jsingleton@csrees.usda.gov

CSREES is the link between the US Department of Agriculture and the state components of the national agricultural research, extension, and higher education system. The system includes 75 universities, 9,500 scientists, 9,600 extension educators, and nearly 3 million volunteers throughout the United States and its territories.

Partnership for Food Safety EducationBooth 26

Contact: Shelley Feist
655 15th Street NW
7th Floor
Washington, DC 20005
sfeist@fightbac.org
www.fightbac.org

The Partnership for Food Safety Education is a unique cooperative effort between leading federal agencies, food industry associations, consumer groups, and health non-profit organizations. When it comes to food safety education, the partnership is the only place where the expertise of leading government agencies, food community groups, retailers, and consumer groups come together with the singular focus of developing concise, clear food safety education messages that are based on science.

Food Safety and Inspection Service US Department of AgricultureBooths 27 & 28

Contact: Joan Lindenberg
5601 Sunnyside Avenue
Beltsville, MD 20705
joan.lindenberg@fsis.usda.gov
www.fsis.usda.gov

The Food Safety and Inspection Service (FSIS) is the public health agency in the U.S. Department of Agriculture responsible for ensuring that the nation's commercial supply of meat, poultry, and egg products is safe, wholesome, and correctly labeled and packaged.

Centers for Disease Control and PreventionBooth 29

Contact: Julia Smith-Easley
1600 Clifton Road, NE, MS A49
Atlanta, GA 30333
zrc2@cdc.gov
www.cdc.gov

Healthy People in a Healthy World Through Prevention — CDC, as the sentinel for the health of people in the United States and throughout the world, strives to protect people's health and safety, provide reliable health information, and improve health through strong partnerships.

Center for Food Safety and Applied Nutrition US Food and Drug AdministrationBooth 30

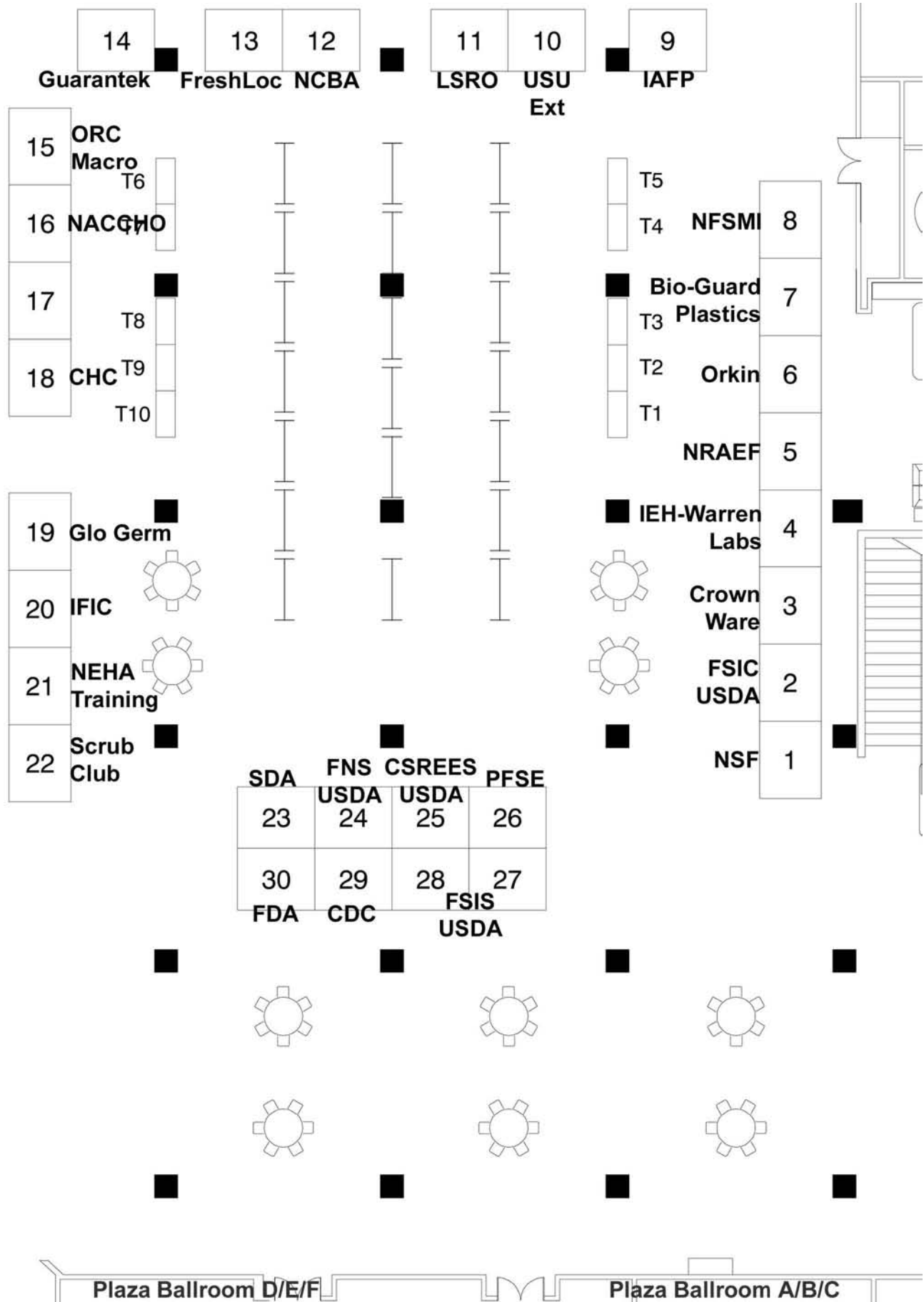
Contact: Howard Seltzer
5100 Paint Branch Parkway
HFS-32
College Park, MD
Howard.Seltzer@cfsan.fda.gov
www.fda.gov

The US Food and Drug Administration's Center for Food Safety and Applied Nutrition promotes and protects the public health and economic interest by ensuring that food is safe, nutritious, wholesome, and honestly, accurately, and informatively labeled.

ALPHABETICAL LISTING OF EXHIBITORS

Bio-Guard Plastics	Booth 7
Center for Food Safety and Applied Nutrition, US Food and Drug Administration	Booth 30
Centers for Disease Control and Prevention	Booth 29
Clean Hands Coalition	Booth 18
Cooperative State Research, Education, and Extension Service, US Department of Agriculture	Booth 25
Crown Ware Manufacturing Inc.....	Booth 3
Food and Nutrition Service, US Department of Agriculture	Booth 24
Food Safety and Inspection Service, US Department of Agriculture	Booths 27 & 28
Food Safety Information Center, US Department of Agriculture	Booth 2
FreshLoc Technologies	Booth 13
Glo Germ Company	Booth 19
Guarantek Analytical Laboratories	Booth 14
IEH-Warren Analytical Laboratories	Booth 4
International Association for Food Protection (IAFP)	Booth 9
International Food Information Council	Booth 20
Life Sciences Research Office (LSRO)	Booth 11
National Association of County and City Health Officials	Booth 16
National Cattlemen's Beef Association	Booth 12
National Food Service Management Institute.....	Booth 8
National Restaurant Association Educational Foundation	Booth 5
NEHA Training	Booth 21
NSF International	Booth 1
ORC Macro	Booth 15
Orkin Commercial Services	Booth 6
Partnership for Food Safety Education	Booth 26
The Scrub Club - NSF International	Booth 22
The Soap and Detergent Association	Booth 23
Utah State University Extension	Booth 10

EXHIBIT FLOOR PLAN



PRESENTER INDEX

Acheson, David	Wednesday, 10:45 AM to 12 PM, Plaza Ballroom A/B/C
Acheson, David	Thursday, 3 to 4 PM, Governor's Square 12
Adams-King, Janice	Tuesday, 8 AM to 12 PM, Plaza Court 8
Adams-King, Janice	Thursday, 4:15 to 5:15 PM, Governor's Square 15
Adams-King, Janice	Friday, 10 to 11:15 AM, Plaza Ballroom F
Agwunobi, John	Thursday, 12 to 1:30 PM, Plaza Ballroom D/E/F
Albrecht, Julie	Poster
Ament, Don	Wednesday, 8:30 to 10:15 AM, Plaza Ballroom A/B/C
Anderson, Janet	Thursday, 10 to 11 AM, Governor's Square 15
Anderson, Jennifer	Thursday, 10 to 11 AM, Governor's Square 14
Arendt, Susan	Thursday, 3 to 4 PM, Governor's Square 12
Aune, Patricia	Thursday, 4:15 to 5:15 PM, Governor's Square 14
Babcock, David	Friday, 8:30 to 9:30 AM, Plaza Ballroom A/B/C
Bair-Brake, Heather	Wednesday, 10:45 AM to 12 PM, Plaza Ballroom A/B/C
Bair-Brake, Heather	Thursday, 11:15 AM to 12 PM, Governor's Square 14
Bair-Brake, Heather	Poster
Barrett, Betsy	Thursday, 11:15 AM to 12 PM, Governor's Square 12
Beattie, Sam	Thursday, 3 to 4 PM, Governor's Square 12
Benjamin, Georges	Wednesday, 12 to 1:30 PM, Plaza Ballroom D/E/F
Bihn, Elizabeth	Thursday, 4:15 to 5:15 PM, Governor's Square 12
Bihn, Elizabeth	Educational Exhibit
Bird, Nora	Thursday, 11:15 AM to 12 PM, Governor's Square 17
Bock, Nancy	Thursday, 10 to 11 AM, Governor's Square 17
Bond, Susan	Friday, 10 to 11:15 AM, Plaza Ballroom F
Bowman, Jerry	Thursday, 10 to 11 AM, Governor's Square 15
Boyle, Elizabeth	Monday, 1 to 5 PM, and Tuesday, 8 AM to 5 PM, Governor's Square 17
Braden, Christopher	Wednesday, 2:30 to 3:30 PM, Plaza Ballroom A/B/C
Brainerd, Elaine	Tuesday, 8 AM to 12 PM, Plaza Court 8
Brainerd, Elaine	Thursday, 11:15 AM to 12 PM, Governor's Square 11
Branic, Gladys	Wednesday, 10:45 AM to 12 PM, Plaza Ballroom A/B/C
Briley, Margaret	Thursday, 11:15 AM to 12 PM, Governor's Square 12
Brison, Cindy	Poster
Brown, Guendoline	Thursday, 10 to 11 AM, Governor's Square 17
Brown, Guendoline	Educational Exhibit
Brown, Guendoline	Poster
Brown, Susan	Poster

PRESENTER INDEX

Brumund, Paul	Thursday, 3 to 4 PM, Governor's Square	16
Bugden, Elizabeth	Tuesday, 8 AM to 12 PM, Governor's Square	12
Bugden, Elizabeth	Friday, 10 to 11:15 AM, Governor's Square	16
Burson, Dennis	Monday, 1 to 5 PM, and Tuesday, 8 AM to 5 PM, Governor's Square	17
Byrd-Bredbenner, Carol		Poster
Calonge, Ned	Wednesday, 8:30 to 10:15 AM, Plaza Ballroom A/B/C	
Calonge, Ned	Wednesday, 2:30 to 3:30 PM, Plaza Ballroom A/B/C	
Carpenter, David	Monday, 1 to 6 PM, and Tuesday, 8 AM to 5 PM, Governor's Square	16
Cates, Sheryl	Wednesday, 4:30 to 5:30 PM, Plaza Ballroom A/B/C	
Cates, Sheryl	Thursday, 10 to 11 AM, Governor's Square	14
Cates, Sheryl	Friday, 10 to 11:15 AM, Plaza Ballroom E	
Cates, Sheryl		Poster
Chapman, Benjamin	Friday, 10 to 11:15 AM, Governor's Square	12
Church, Vickie	Monday, 1 to 6 PM, and Tuesday, 8 AM to 5 PM, Governor's Square	16
Cleary, Beth	Friday, 10 to 11:15 AM, Governor's Square	12
Cody, Mildred	Thursday, 8:30 to 9:30 AM, Plaza Ballroom A/B/C	
Cody, Mildred	Thursday, 4:15 to 5:15 PM, Governor's Square	17
Cody, Mildred		Poster
Conley, Susan	Friday, 10 to 11:15 AM, Governor's Square	17
Cothran, Cheryl		Educational Exhibit
Craig, B. Susie	Thursday, 10 to 11 AM, Governor's Square	17
Craig, Susie B.		Educational Exhibit
Cuite, Cara	Thursday, 4:15 to 5:15 PM, Governor's Square	11
Cummings, Matt	Monday, 1 to 6 PM, and Tuesday, 8 AM to 5 PM, Governor's Square	16
Daly, Sandra	Thursday, 4:15 to 5:15 PM, Governor's Square	11
Davidson, Marjorie	Thursday, 11:15 AM to 12 PM, Governor's Square	14
Davidson, Marjorie	Thursday, 4:15 to 5:15 PM, Governor's Square	17
Davis, Michelle		Poster
De Arman, Vanessa	Tuesday, 8 AM to 12 PM, Governor's Square	12
DeCastro, Tony	Friday, 8:30 to 9:30 AM, Plaza Ballroom A/B/C	
DeFay, Ellen		Poster
Demma, Linda	Tuesday, 3 to 5 PM, Plaza Court	8
Dickey, Tom	Monday, 1 to 6 PM, and Tuesday, 8 PM to 5 PM, Governor's Square	16
Dorworth, Leslie	Friday, 10 to 11:15 AM, Plaza Ballroom F	
Driessen, Suzanne	Friday, 10 to 11:15 AM, Governor's Square	12
Feirtag, Joellen	Thursday, 4:15 to 5:15 PM, Governor's Square	15

PRESENTER INDEX

Feist, Shelley	Thursday, 4:15 to 5:15 PM, Governor's Square	17
Fisher, William	Thursday, 10 to 11 AM, Governor's Square	15
Fontannaz, Françoise		Educational Exhibit
Frantz, Lee	Thursday, 11:15 AM to 12 PM, Governor's Square	16
Frantz, Lee		Educational Exhibit
Fraser, Angela	Thursday, 10 to 11 AM, Governor's Square	17
Freeman, Carol	Friday, 10 to 11:15 AM, Governor's Square	17
Frobose, Jane		Educational Exhibit
Gaffga, Nicholas	Monday, 1 to 6 PM, and Tuesday, 8 AM to 5 PM, Governor's Square	16
Garden-Robinson, Julie	Thursday, 4:15 to 5:15 PM, Governor's Square	14
Garden-Robinson, Julie		Poster
Gebreyes, Wondwossen		Poster
Gerhardt, Johnathan	Thursday, 4:15 to 5:15 PM, Governor's Square	16
Gleason, Jeanne	Thursday, 10 to 11 AM, Governor's Square	15
Gleason, Jeanne	Thursday, 10 to 11 AM, Governor's Square	17
Gleason, Jeanne	Thursday, 3 to 4 PM, Governor's Square	15
Gleason, Jeanne	Friday, 11:30 AM to 12:30 PM, Plaza Ballroom A/B/C	
Gleason, Jeanne		Educational Exhibit
Godwin, Sandria	Friday, 10 to 11:15 AM, Governor's Square	17
Goettel, Robin	Friday, 10 to 11:15 AM, Plaza Ballroom F	
Goldman, David	Wednesday, 2:30 to 3:30 PM, Plaza Ballroom A/B/C	
Gordon, Joye	Friday, 10 to 11:15 AM, Plaza Ballroom E	
Gravani, Robert	Thursday, 4:15 to 5:15 PM, Governor's Square	12
Gravani, Robert		Educational Exhibit
Green, Laura	Thursday, 10 to 11 AM, Governor's Square	14
Gregoire, Mary		Poster
Greig, Judy	Thursday, 3 to 4 PM, Governor's Square	16
Griffith, Christopher	Friday, 10 to 11:15 AM, Governor's Square	17
Griffith, Christopher	Friday, 10 to 11:15 AM, Governor's Square	12
Griffith, Christopher		Posters (3)
Halbrook, Brenda	Tuesday, 1 to 5 PM, Governor's Square	12
Harrison, Judy	Thursday, 11:15 AM to 12 PM, Governor's Square	15
Henao, Olga	Thursday, 8:30 to 9:30 AM, Plaza Ballroom A/B/C	
Henao, Olga		Poster
Henneman, Alice		Poster
Henroid, Jr., Daniel	Thursday, 11:15 AM to 12 PM, Governor's Square	17

PRESENTER INDEX

Henroid, Jr., Daniel	Friday, 10 to 11:15 AM, Governor's Square 12
Henroid, Jr., Daniel	Educational Exhibit
Henroid, Jr., Daniel	Poster
Hentges, Dawn	Poster
Hillers, Val	Wednesday, 4:30 to 5:30 PM, Plaza Ballroom A/B/C
Hinners, Marion	Tuesday, 8 AM to 5 PM, Governor's Square 12
Hinners, Marion	Friday, 10 to 11:15 AM, Governor's Square 16
Hogue, Mary Anne	Poster
Hovey, Susan	Thursday, 10 to 11 AM, Governor's Square 17
Hoyle, Elizabeth	Thursday, 10 to 11 AM, Governor's Square 17
Ingham, Barbara	Thursday, 3 to 4 PM, Governor's Square 15
James, Samuel	Wednesday, 10:45 AM to 12 PM, Plaza Ballroom A/B/C
Jayaswal, Meera	Poster
Jibreen, Ruba	Poster
Johanns, Mike	Wednesday, 4:00 to 4:30 PM, Plaza Ballroom A/B/C
Johnson, Beth	Wednesday, 8:30 to 10:15 AM, Plaza Ballroom A/B/C
Jones, Taylor	Tuesday, 8 AM to 12 PM, Plaza Court 8
Kantor, Mark	Thursday, 4:15 to 5:15 PM, Governor's Square 12
Kelly, Jan	Friday, 10 to 11:15 AM, Governor's Square 12
Kendall, Patricia	Monday, 1 to 5 PM, and Tuesday, 8 AM to 5 PM, Governor's Square 17
Kendall, Patricia	Wednesday, 4:30 to 5:30 PM, Plaza Ballroom A/B/C
Kendall, Patricia	Thursday, 11:15 AM to 12 PM, Plaza Court 1
Kennon, Lisa	Poster
Knight, Andrew	Thursday, 8:30 to 9:30 AM, Plaza Ballroom A/B/C
Knight, Andrew	Poster
Kosa, Katherine	Thursday, 4:15 to 5:15 PM, Governor's Square 15
Kosa, Katherine	Friday, 10 to 11:15 AM, Plaza Ballroom E
Kosa, Katherine	Poster
Kowalyck, Barbara	Friday, 8:30 to 9:30 AM, Plaza Ballroom A/B/C
Kowalyck, Barbara	Poster
Lacroix, Bonnie	Thursday, 10 to 11 AM, Governor's Square 12
Lando, Amy	Thursday, 8:30 to 9:30 AM, Plaza Ballroom A/B/C
Lando, Amy	Poster
Lange, Audrina	Tuesday, 1 to 5 PM, Governor's Square 12
Lange, Audrina	Thursday, 10 AM to 11 AM, Governor's Square 16

PRESENTER INDEX

Laramy, Kim	Tuesday, 8 AM to 5 PM, Governor's Square 15
LaVeaux, Deborah	Poster
Lawlor, Kevan	Wednesday, 8:30 to 10:15 AM, Plaza Ballroom A/B/C
Liang, Arthur	Wednesday, 1:30 to 2:30 PM, Plaza Ballroom A/B/C
Ludwig, David	Wednesday, 1:30 to 2:30 PM, Plaza Ballroom A/B/C
Maier, Wolf	Thursday, 3 to 4 PM, Governor's Square 16
Mann, Jim	Friday, 10 to 11:15 AM, Governor's Square 12
Martin, Robert	Poster
Matayas, Bela	Monday, 1 to 6 PM, and Tuesday, 8 AM to 5 PM, Governor's Square 16
Maurer, Jaclyn	Poster
McCurdy, Sandra	Thursday, 10 to 11 AM, Governor's Square 17
McCurdy, Sandra	Educational Exhibit
McInerney, Claire	Thursday, 11:15 AM to 12 PM, Governor's Square 17
McNiel, Pattie	Thursday, 11:15 AM to 12 PM, Governor's Square 15
McNiel, Pattie	Educational Exhibit
McSherry, Edie	Educational Exhibit
Means, Kathy	Thursday, 4:15 to 5:15 PM, Governor's Square 17
Medeiros, Lydia	Monday, 1 to 5 PM, and Tuesday, 8 AM to 5 PM, Governor's Square 17
Medeiros, Lydia	Wednesday, 4:30 to 5:30 PM, Plaza Ballroom A/B/C
Medeiros, Lydia	Thursday, 11:15 AM to 12 PM, Plaza Court 1
Miller, Margaret	Educational Exhibit
Montanez Johner, Nancy	Wednesday, 8:30 to 10:15 AM, Plaza Ballroom A/B/C
Morrisette, Solange	Tuesday, 8 AM to 12 PM, Governor's Square 12
Nakamura-Tengan, Lynn	Thursday, 10 to 11 AM, Governor's Square 17
Nakamura-Tengan, Lynn	Educational Exhibit
Newton-Ward, Mike	Tuesday, 8 AM to 5 PM, Governor's Square 15
Newton-Ward, Mike	Thursday, 3 to 4 PM, Governor's Square 17
Nightingale, Kendra	Thursday, 10 to 11 AM, Plaza Court 1
O'Brien, Barbara	Thursday, 3 to 4 PM, Governor's Square 15
Occeña-Po, Lillian	Poster
Olsson, Philip	Friday, 8:30 to 9:30 AM, Plaza Ballroom A/B/C
Parish, Eileen	Thursday, 11:15 AM to 12 PM, Governor's Square 11
Paul, Lynn	Posters (3)
Peterson-Vangsness, Glenyce	Thursday, 4:15 to 5:15 PM, Governor's Square 15
Quick, Bryce	Friday, 11:30 AM to 12:30 PM, Plaza Ballroom A/B/C
Rao, Ram	Thursday, 3 to 4 PM, Governor's Square 11

PRESENTER INDEX

Rao, Vemula	Thursday, 10 to 11 AM, Governor's Square	12
Raymond, Richard	Wednesday, 8:30 to 10:15 AM, Plaza Ballroom A/B/C	
Raymond, Richard	Wednesday, 12 to 1:30 PM, Plaza Ballroom D/E/F	
Redmond, Elizabeth	Friday, 10 to 11:15 AM, Governor's Square	17
Redmond, Elizabeth		Posters (3)
Reiser, Laura	Friday, 10 to 11:15 AM, Governor's Square	17
Reynolds, Barbara	Tuesday, 1 to 5 PM, Governor's Square	14
Rienzo, Marie		Poster
Riggins, Lynn	Thursday, 11:15 AM to 12 PM, Governor's Square	12
Roberts, Kevin	Thursday, 10 to 11 AM, Governor's Square	12
Rothenberg, Joan		Poster
Roy, Anita	Thursday, 4:15 to 5:15 PM, Governor's Square	16
Samarya-Timm, Michele	Thursday, 10 to 11 AM, Governor's Square	17
Sandvik, Tera		Poster
Sawyer, William		Poster
Sayir, Aylin		Poster
Scanga, John	Monday, 1 to 5 PM, and Tuesday, 8 AM to 5 PM, Governor's Square	17
Schlundt, Jorgen	Friday, 11:30 AM to 12:30 PM, Plaza Ballroom A/B/C	
Schlundt, Jorgen		Educational Exhibit
Schwarz, Carol		Poster
Seeger, Matthew	Thursday, 3 to 4 PM, Governor's Square	14
Seltzer, Howard	Friday, 10 to 11:15 AM, Plaza Ballroom F	
Seminara, Mario	Thursday, 4:15 to 5:15 PM, Governor's Square	16
Sharp, Don	Monday, 1 to 6 PM, and Tuesday, 8 AM to 5 PM, Governor's Square	16
Singleton, Jan	Thursday, 3 to 4 PM, Governor's Square	11
Slobin, Kathleen	Thursday, 4:15 to 5:15 PM, Governor's Square	14
Smith, Kirk	Wednesday, 1:30 to 2:30 PM, Plaza Ballroom A/B/C	
Smith, Kirk	Wednesday, 2:30 to 3:30 PM, Plaza Ballroom A/B/C	
Smith, Terra		Poster
Smith DeWaal, Caroline	Wednesday, 1:30 to 2:30 PM, Plaza Ballroom A/B/C	
Smith DeWaal, Caroline	Thursday, 10 to 11 AM, Governor's Square	11
Smith-Easley, Julia	Thursday, 10 to 11 AM, Governor's Square	17
Sneed, Jeannie	Thursday, 3 to 4 PM, Governor's Square	12
Sneed, Jeannie	Friday, 10 to 11:15 AM, Plaza Ballroom E	
Sneed, Jeannie		Educational Exhibit

PRESENTER INDEX

Sneed, Jeannie	Poster
Sofos, John	Monday, 1 to 5 PM, and Tuesday, 8 AM to 5 PM, Governor's Square 17
Sofos, John	Thursday, 10 to 11 AM, Plaza Court 1
Stamey, Jamie	Tuesday, 8 AM to 5 PM, Plaza Ballroom D
Staskel, Deanna	Thursday, 11:15 AM to 12 PM, Governor's Square 12
Stivers, Tori	Poster and Educational Exhibit
Stretch, Theresa	Tuesday, 8 AM to 5 PM, Governor's Square 11
Stretch, Theresa	Thursday, 11:15 AM to 12 PM, Governor's Square 16
Stretch, Theresa	Friday, 10 to 11:15 AM, Governor's Square 16
Strohben, Catherine	Friday, 10 to 11:15 AM, Plaza Ballroom E
Strohbehn, Catherine	Educational Exhibit
Strohbehn, Catherine	Poster
Tan, LJ	Thursday, 11:15 AM to 12 PM, Governor's Square 11
Tarr, Phillip	Wednesday, 10:45 AM to 12 PM, Plaza Ballroom A/B/C
Thippareddi, Harshavardhan	Monday, 1 to 5 PM, and Tuesday, 8 AM to 5 PM, Governor's Square 17
Thippareddi, Harshavardhan	Thursday, 10 to 11 AM, Plaza Court 1
Todd, Ewen	Thursday, 10 to 11 AM, Governor's Square 11
Todd, Ewen	Thursday, 3 to 4 PM, Governor's Square 16
Todd, Ewen	Thursday, 4:15 to 5:15 PM, Governor's Square 16
Todd, Ewen	Poster
Tom, Pamela	Poster and Educational Exhibit
Trepka, Mary Jo	Poster
Venuto, Margaret	Tuesday, 1 to 5 PM, Governor's Square 12
Venuto, Margaret	Thursday, 10 to 11 AM, Governor's Square 16
Venuto, Margaret	Friday, 10 to 11 AM, Governor's Square 16
Venuto, Margaret	Poster
Weber, Marcia	Poster
Wells, Cami	Poster
Wiedmann, Martin	Monday, 1 to 5 PM, and Tuesday, 8 AM to 5 PM, Governor's Square 17
Wiedmann, Martin	Thursday, 11:15 AM to 12 PM, Plaza Court 1
Wiker, Nancy	Poster
Williams, Cynthia	Thursday, 8:30 to 9:30 AM, Plaza Ballroom A/B/C
Williams, Jodi	Thursday, 10 to 11 AM, Governor's Square 11
Williams, Jodi	Thursday, 3 to 4 PM, Governor's Square 11
Winter, Carl	Thursday, 10 to 11 AM, Governor's Square 17

Food Safety and Inspection Service US Department of Agriculture

www.fsis.usda.gov

The Food Safety and Inspection Service (FSIS) is the public health agency in the U.S. Department of Agriculture responsible for ensuring that the nation's commercial supply of meat, poultry, and egg products is safe, wholesome, and correctly labeled and packaged. This year FSIS celebrates 100 years of protecting the food supply under the Federal Meat Inspection Act (FMIA). For the past century under FMIA, FSIS and its predecessors have ensured that meat products are safe to consume by carrying out continuous, daily inspections at slaughter and food processing establishments. More than 7,600 FSIS inspection program personnel are assigned to about 6,000 federally inspected meat, poultry, and egg products facilities in the United States to ensure the safety and security of the U.S. meat, poultry, and egg products supply. FSIS also inspects each shipment of imported meat and poultry from qualified countries to ensure US food safety requirements are met.

NSF International

www.nsf.org

NSF International, The Public Health and Safety Company™, a not-for-profit, non-governmental organization, is a leader in standards development, product testing and certification, and education for public health and safety. Since 1944, NSF has been committed to public health, safety, and protection of the environment. With almost 500 employees, based in Ann Arbor, Michigan, NSF is widely recognized for its scientific and technical expertise in the health and environmental sciences. Its professional staff includes engineers, chemists, toxicologists, and environmental health professionals with broad experience both in public and private organizations. NSF has earned the Collaborating Centre designations by the World Health Organization (WHO) for Food and Water Safety. As part of its public health mission, NSF has created the Scrub Club for Kids to encourage development of good handwashing habits at a very young age.

Cooperative State Research, Education, and Extension Service US Department of Agriculture

www.csrees.usda.gov

CSREES advances knowledge for agriculture, the environment, human health and well-being, and communities through national program leadership and federal assistance. By actively building partnerships to create cooperative ventures, CSREES has geometrically expanded its formal and informal relationships with other Federal agencies, national organizations, and international programs. These joint activities help bring agricultural and related sciences into the mainstream of publicly supported discovery and technology development and application. CSREES, in partnership with the Cooperative Extension System, is committed to exploring and expanding opportunities to serve citizens here and around the world through collaboration.

Centers for Disease Control and Prevention

www.cdc.gov

At the Centers for Disease Control and Prevention (CDC), three words say it all: • Safer • Healthier • People. Whether our safety is threatened by environmental hazards, injuries at home or at work, old foes like tuberculosis or influenza, or new problems like drug-resistant microbes, poor diets, and tobacco use, CDC's scientists work here and abroad to track health threats and identify the many ways we can be healthier — as individuals and as communities. Whether promoting health or safety, here or abroad, CDC's work is about serving and protecting people.

Food and Drug Administration

www.fda.gov

FDA is a scientific regulatory agency responsible for the safety of the nation's food (with the exception of raw meat and poultry), cosmetics, drugs, biologics, medical devices, and radiological products. It is one of the nation's oldest and most respected consumer protection agencies. FDA's job is to see that the food we eat is safe and wholesome, the cosmetics we use won't hurt us, the medicines and medical devices we use are safe and effective, and that radiation-emitting products such as microwave ovens won't do us harm. Feed for pets and farm animals and veterinary drugs also come under FDA scrutiny. FDA also ensures that all of these products are labeled truthfully with the information that people need to use them properly.

WHO/NSF Collaborating Centre for Food Safety

The Centre is part of the inter-institutional collaborative network set up by the World Health Organization in support of its programs at the country, inter-country, regional, interregional, and global levels. As a Collaborating Centre, NSF works to strengthen resources in information, services, research, and training, all in support of national health development. The Centre helps to create technical co-operation between the members of WHO and foster sustainable social, economic, and health development. It is an important channel to facilitate the exchange of information, experience, and expertise between developing countries, and to stimulate the self-reliance and sustainability of health outcomes.

Food Quality Magazine

www.foodquality.com

Food Quality is a dynamic magazine that keeps the food and beverage industry informed about the very latest technologies, techniques, and legislation in all aspects of quality assurance and control including: food safety product consistency and yield, compositional and physical property analysis, vendor auditing, and regulatory compliance. Food Quality is the only magazine covering "Farm to Fork" quality assurance and food safety.

The Soap and Detergent Association

www.cleaning101.com

The Soap and Detergent Association has been the premier non-profit trade association dedicated to educating the public about the relationship between good health and hygiene practices since 1926. As the Home of the U.S. Cleaning Product and Oleochemical IndustriesSM, SDA utilizes the expertise of more than 115 manufacturers of household, industrial, and institutional products and their ingredients, to enhance health and the quality of life with cleaning products and practices. It's 80-year history, strong reputation as the credible source for information and valuable partnerships, teaches the public about the safe and responsible use of cleaning products to ensure cleaner and healthier environments in homes, schools, businesses, and communities.

The 2006 Food Safety Education Conference, Reaching At-Risk Audiences and Today's Other Food Safety Challenges, offers food safety professionals and practitioners the opportunity to enhance their knowledge and exchange information on best practices, latest research, and new programs in food safety education. The Planning Committee for the conference has attempted to provide continuing education units for a wide variety of professions so that conference participants will get credit from their specific professional disciplines for their attendance at the conference.

Educational Objectives

After attending this program, participants will be able to:

- identify populations at-risk for experiencing a lengthier illness, hospitalization, or death related to foodborne illness;
- identify the latest science-based safe food handling principles and practices for general and at-risk populations;
- apply strategies that lead to enhanced food safety knowledge, skills, and abilities that result in positive behavior change among general and at-risk populations; and
- use current foodborne illness surveillance and epidemiological data to develop, implement, and evaluate food safety programs.

The planning committee has worked to ensure that the activities in this conference meet the quality standards established by each discipline. This included planning content, tracking attendance, tabulating evaluations, reporting credit (contact hours/CEUs), assessing needs, and storing Continuing Education data for each participant. Learning objectives for each portion of the conference are available upon request.

Conference Outcomes and Success Measures

Awareness of foodborne illness, its symptoms and impact on those most at risk, is raised among conference attendees.

Conference attendees use new and innovative approaches and methods for informing their patients, constituencies, and clientele about the dangers of foodborne illness and steps they can take to reduce their risk.

Improved diagnosis and reporting of foodborne illness is increased as a result of attendees heightened awareness.

Target Audiences

- Public health professionals and health care providers who develop health policy and who educate and medically treat general and at-risk populations
 - Physicians
 - Physician assistants
 - Nurses, nurse practitioners, public health nurses
 - Health professional institutions: professors, students, interns
 - Health care administrators
- Food safety educators who develop food safety risk communication programs and outreach for general and at-risk populations
 - State and local public health educators
 - Universities
 - Cooperative Extension
 - Association outreach and education specialists
- Food industry professionals who write policy, provide food products, or food safety/nutritional information to those at-risk
 - Food scientists and nutritionists
 - Sanitarians and quality control professionals
 - Food safety marketers and communicators
 - Agricultural institutions: professors, students, interns
- Trade, consumer and health associations; freelance professionals

Fees

The Food Safety Education Conference is not charging any fees to participants for processing CE units/contact hours. However, some professional organizations may charge their members for registering the CE units/contact hours for the member; any such fees are the responsibility of the participant.

Continuing Education Units

CE credits will be offered for various professions based on a maximum of 31 hours of instruction.

The following organizations have approved the conference for Continuing Education:

Certifying Board of
Dietary Managers.....up to 30 clock hours

National Environmental
Health Associationup to 29.5 contact hours

American Culinary Federation.....up to 29.5 CEH

Applications have also been submitted to the organizations below.

- American Association of Family and Consumer Sciences
- American Dietetic Association
- School Nutrition Association

Additionally, applications have been submitted for CME, CNE, and CHES continuing education units.

Total CE units/hours available to participants vary by CE type since all types do not approve the full program. For a full schedule of approved activities, the maximum daily totals would be:

Monday, September 254.0 hours
Tuesday, September 268.0 hours
Wednesday, September 278.0 hours
Thursday, September 287.0 hours
Friday, September 293.5 hours

CE Evaluation Center Hours

For assistance in obtaining Continuing Education, please visit the CE Evaluation Center during the following times:

Tuesday, September 265 to 6 PM
Wednesday, September 275:30 to 6:30 PM
Thursday, September 285:15 to 6:15 PM
Friday, September 29.....12:30 to 1:30 PM

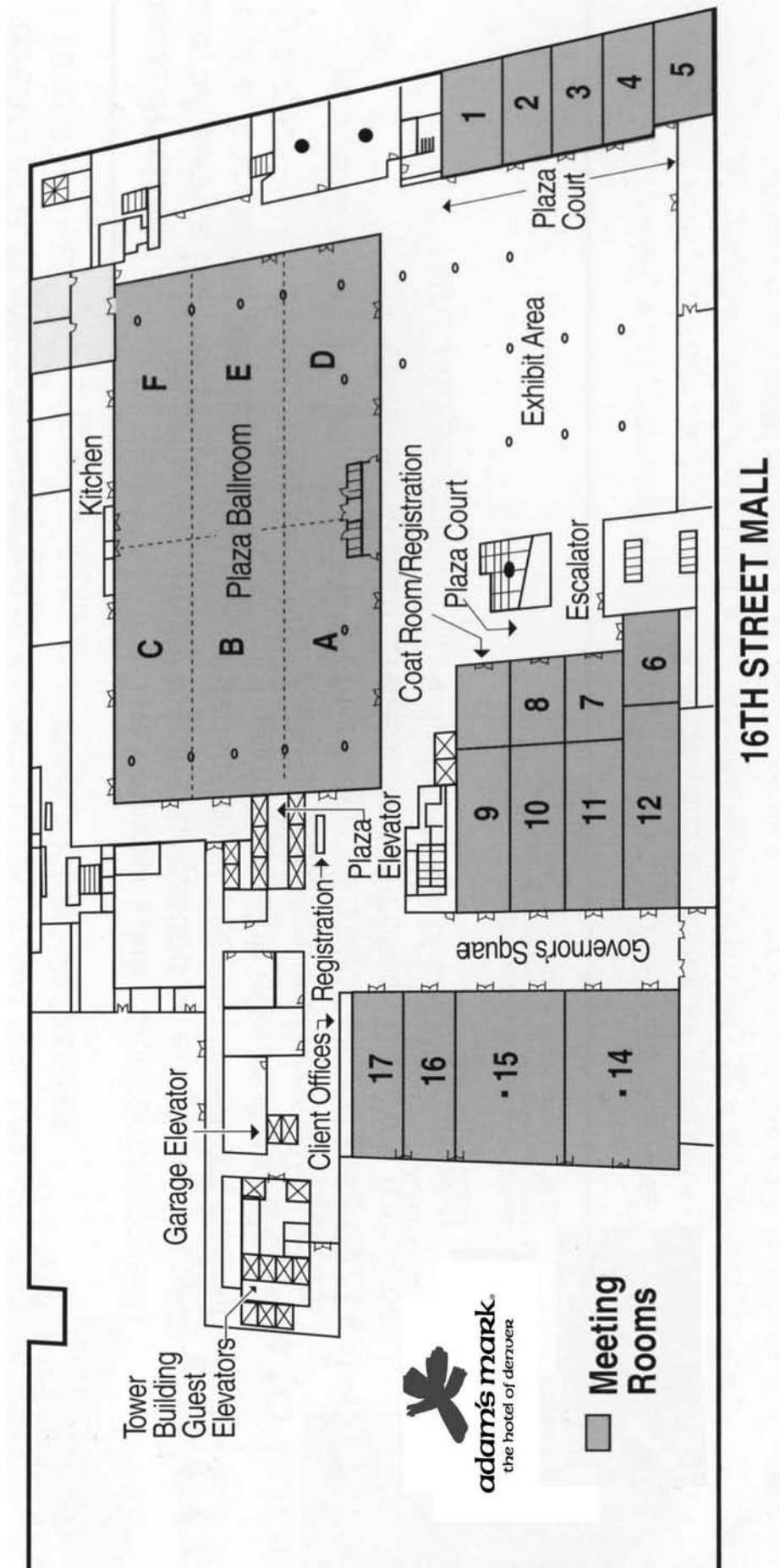
Registering for Continuing Education

Information on how to register for the various types of Continuing Education is contained in a handout provided to participants with their general conference packet. Please review the specific instructions carefully and complete the necessary procedures and forms to assure that you are able to receive the Continuing Education units/contact hours for which you are otherwise eligible.

Policy on Disclosure

It is the policy of the conference that all presenters and members of the planning committee disclose real or apparent conflicts of interest relating to the topics of this educational activity, and also disclose discussions of unlabeled/unapproved uses of drugs or devices during their presentations.

MAP OF HOTEL



BREAKOUT SESSIONS

Thursday, September 28

10 TO 11 AM

At-Risk Audiences: Children	Governor's Square 15
Research Methods and Strategies.....	Governor's Square 14
Behavioral and Attitudinal Research	Governor's Square 12
Food Processing: <i>Listeria</i> in RTE Meat and Poultry	Plaza Court 1
Foodborne Illness: Surveillance and Epidemiology	Governor's Square 11
Social Marketing: Experiential Programs	Governor's Square 17
Foodservice: Schools and Other USDA Nutrition Assistance Programs.....	Governor's Square 16

11:15 AM TO 12 PM

At-Risk Audiences: Children	Governor's Square 15
At-Risk Audiences: Hispanic Pregnant Women	Governor's Square 14
Foodservice: Child Care Centers	Governor's Square 12
Food Processing: <i>Listeria</i> in RTE Meat and Poultry	Plaza Court 1
Foodborne Illness: Diagnosis and Management	Governor's Square 11
Social Marketing: Web-Based Programs	Governor's Square 17
Foodservice: Food Defense	Governor's Square 16

3 TO 4 PM

At-Risk Audiences: Hispanics	Governor's Square 15
Risk Communication.....	Governor's Square 14
Foodservice	Governor's Square 12
Behavioral and Attitudinal Research	Governor's Square 11
Foodborne Illness: Surveillance and Epidemiology	Governor's Square 16
Social Marketing: CDCynergy.....	Governor's Square 17

4:15 TO 5:15 PM

At-Risk Audiences: Immunocompromised	Governor's Square 15
At-Risk Audiences: Reaching Under-Served Populations.....	Governor's Square 14
Foodservice: On-Farm Education	Governor's Square 12
Behavioral and Attitudinal Research	Governor's Square 11
Food Processing: Controlling Risk	Governor's Square 16
Social Marketing: Fight BAC!®	Governor's Square 17

Friday, September 29

10 TO 11:15 AM

At-Risk Audiences: Seniors	Plaza Ballroom E
At-Risk Audiences: Pregnant Women	Plaza Ballroom F
Foodservice: Employee Training	Governor's Square 12
Foodservice: Schools and Other USDA Nutrition Assistance Programs.....	Governor's Square 16
Social Marketing: Reaching Targeted Audiences	Governor's Square 17

CONFERENCE-AT-A-GLANCE

Monday	Tuesday	Wednesday	Thursday	Friday
	8 AM Epi-Ready Team Training: Part II Listeria monocytogenes in Ready-to-Eat Meats: Governor's Square 16 Part II School Food Service Management: Developing a Safety Program, Part I Governor's Square 11 Food Safe Schools, Part I: It Takes a Team Governor's Square 12 Train-the-Trainer: Presentation Skills for Food Safety Educators, Part I Plaza Ballroom D CDcymery: Part I Governor's Square 15 Nurses & Other Health Care Professionals Plaza Court 8	7:30 - 8:30 AM Continental Breakfast and Exhibits Exhibit Hall 8:30 - 10:15 AM Welcome and Overview Richard Raymond, MD, USDA Kevin Lawlor, NSF International Don Amert, Colorado Agricultural Commission (invited) Ned Calonge, Colorado Department of Public Health and Environment Beth Johnson, USDA Nancy Montanez Johner, USDA Plaza Ballroom A/B/C 10:15 - 10:45 AM Break and Exhibits / Exhibit Hall 10:45 AM - 12 PM Physicians Confront Foodborne Illness: Who's Most At Risk and Why? Plaza Ballroom A/B/C 12 - 1:30 PM Presentation of FSIS Howard E. Bauman Award for Food Safety Lunch Presentation Georges Benjamin, MD American Public Health Association Plaza Ballroom D/E/F 1:30 - 2:30 PM Underreporting of Foodborne Illnesses: Strategies to Increase Awareness and Diagnosis Plaza Ballroom A/B/C 2:30 - 3:30 PM Anatomy of an Outbreak Plaza Ballroom A/B/C 3:30 - 4 PM Break and Exhibits / Exhibit Hall 4 - 4:30 PM Mike Johanns, Secretary of Agriculture Plaza Ballroom A/B/C 4:30 - 5:30 PM Risk Behaviors of Target Audiences Plaza Ballroom A/B/C 5:30 - 7 PM Posters, Exhibits, and Networking Reception Exhibit Hall	7:30 - 8:30 AM Continental Breakfast and Exhibits Exhibit Hall 8:30 - 9:30 AM What Do Consumers Think About Food Safety? Do They Practice Safe Food Behaviors? What the National Surveys Say Plaza Ballroom A/B/C 9:30 - 10 AM Break and Exhibits / Exhibit Hall 10 - 11 AM Breakout Sessions I Governor's Square 11, 12, 14, 15, 16, 17; Plaza Court 1 Move between sessions 11:15 AM - 12 PM Breakout Sessions II Governor's Square 11, 12, 14, 15, 16, 17; Plaza Court 1 12 - 1:30 PM Lunch Presentation Admiral John O. Agunobi, MD US Department of Health and Human Services Plaza Ballroom D/E/F 1:30 - 3 PM Posters and Educational Exhibits Exhibit Hall 2:30 - 3 PM Break / Exhibit Hall 3 - 4 PM Breakout Sessions III Governor's Square 11, 12, 14, 15, 16, 17 Move between sessions 4:15 - 5:15 PM Breakout Sessions IV Governor's Square 11, 12, 14, 15, 16, 17	7:30 - 8:30 AM Continental Breakfast Plaza Ballroom Foyer 8:30 - 9:30 AM Liability for Foodborne Illness: Who Is Responsible? Plaza Ballroom A/B/C 9:30 - 10 AM Break / Plaza Ballroom Foyer 10 - 11:15 AM Breakout Sessions V Plaza Ballroom E, F Governor's Square 12, 16, 17 Move between sessions 11:30 AM - 12:30 PM Advancing Food Safety Education Jeanne Gleason, New Mexico State University Jorgen Schlundt, WHO Bryce Quick, USDA Plaza Ballroom A/B/C Conference Adjourns
1PM Epi-Ready Team Training: Part I Governor's Square 16 Listeria monocytogenes in Ready-to-Eat Meats: Governor's Square 17	5 PM Epi-Ready Team Training: Part II Listeria monocytogenes in Ready-to-Eat Meats: Governor's Square 16 Part III School Food Service Management: Developing a Safety Program, Part II Governor's Square 11 Food Safe Schools, Part II: USDA Update Governor's Square 12 Train-the-Trainer: Presentation Skills for Food Safety Educators, Part II Plaza Ballroom D CDcymery, Part II Governor's Square 15 Keeping Your Cool Governor's Square 14 Grand Rounds Plaza Court 8 3 PM			
6 PM	6:30 - 8 PM Fight BAC® Reception Exhibit Hall			

SPECIAL THANKS TO THE CONFERENCE SPONSORS!

**Food Safety and Inspection Service
Cooperative State Research, Education,
and Extension Service
Food and Nutrition Service**

NSF International

**Centers for Disease
Control and Prevention**

**U.S. Food and Drug
Administration**

**NSF/WHO Collaborating
Centre for Food Safety**

Cooperating Sponsors

American Dietetic Association
American Public Health Association
Association of Environmental Health Academic Programs
Association of Food and Drug Officials
Association of Schools of Public Health
Association of State and Territorial Health Officials
Institute of Food Technologists
National Environmental Health Association
Partnership for Food Safety Education
Rocky Mountain Food Safety Conference

Platinum Sponsor



Soap and Detergent Association

Gold Sponsor



Silver Sponsor



**Produce Marketing
Association**

Bronze Sponsor



Other Sponsor

National Turkey Federation